

**Bachelor of Sports Media (BSM20) Curriculum Map – Summary of Course Curriculum by Year**

Year 1								
Subject Title	The Media Industry	Sport in Australia	Academic and Professional Communications	Introduction to Public Relations	Ethics and the Media	The Business of Sport	Introduction to Journalism and Research	Social Media
Subject Code	BSM109	BSM110	BSPB105	BSM107	BSM105	BSM212	BSM102	BSM103
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Core	Core	Core
Subject Objective	To understand the role of key media professionals in shaping news and exploring the structure and function of the media industry in Australia.	To review the history and importance of sport, and explore the structure and systems of sport in Australia.	To develop fundamental research, writing and communication skills for the sports industry and academic study.	To examine the key concepts of, and develop skills in, public relations as they apply to the sporting industry.	To understand and apply ethical principles that impact Australian media professionals, particularly those in sports journalism.	To examine the growth of corporate sport from a sports product and sports economics perspective.	To develop the fundamental skills required for journalism and an understanding of the structure and system of the Australian media industry	To examine the growth, utilisation and future possibilities of social media for sports organisations and athletes
Learning Outcomes	<ol style="list-style-type: none"> <li>Interpret the interdependency of media producers, presenters and audiences</li> <li>Interpret the role of the media, the nature of news and the concept of newsworthiness</li> <li>Investigate the current shape of media ownership in Australia and its consequences</li> <li>Evaluate the different types of media audiences</li> <li>Critique how audiences consume and react to different forms of media</li> </ol>	<ol style="list-style-type: none"> <li>Investigate the impact of the history of sport in shaping Australia's national identity and the value of sport in Australian society.</li> <li>Apply the principles of the 'Sport for All' concept.</li> <li>Demonstrate knowledge of the structure and delivery of sport in Australia.</li> <li>Examine the major issues confronting Australian sport.</li> <li>Apply the principles of corporate sport.</li> </ol>	<ol style="list-style-type: none"> <li>Undertake research for academic and professional purposes.</li> <li>Access, interpret and critically evaluate varied academic and professional sources of information.</li> <li>Distinguish between and apply appropriate conventions to produce a range of academic and professional texts.</li> <li>Develop and articulate coherent written arguments and oral presentations.</li> <li>Plan, write and format different styles of academic and professional documents.</li> </ol>	<ol style="list-style-type: none"> <li>Examine the relationship between public relations and sporting organisations.</li> <li>Explain the basic concepts and skills of public relations.</li> <li>Create a media release and supporting media kit.</li> <li>Integrate the variety of tools available for a public relations campaign.</li> </ol>	<ol style="list-style-type: none"> <li>Demonstrate an understanding of the principles, concepts and evolution of ethics including an understanding of the difference between what is legal and what is ethical</li> <li>Determine the powerful impact the media has in today's society and relate the implications, and relevance ethics has on the everyday operations of sport and the media</li> <li>Interpret the ethical issues surrounding the new phenomenon of social media</li> <li>Critically examine the particular dilemmas the celebrity sports persons face from an ethics perspective</li> </ol>	<ol style="list-style-type: none"> <li>Explore the commercial growth of corporate sport.</li> <li>Explain the co-dependency of the media and sport.</li> <li>Scrutinise contemporary issues in the business of sport.</li> <li>Analyse the unique characteristics of the sport product.</li> <li>Examine the unique characteristics of corporate sport business and economics.</li> </ol>	<ol style="list-style-type: none"> <li>Demonstrate an understanding of various newsroom structures and systems in Australian media platforms</li> <li>Display an ability to identify and generate newsworthy stories by developing and maintaining a wide range of story contacts</li> <li>Develop the key journalistic and research skills of interviewing</li> <li>Effectively utilise a variety of research methods</li> <li>Demonstrate an understanding of various methods for storing and organizing research data</li> </ol>	<ol style="list-style-type: none"> <li>Examine the growth of social and digital media platforms as a component of sport organisations' communications strategies</li> <li>Describe and demonstrate the creative and innovative possibilities of social media, including the appropriate skills and techniques for writing for social media</li> <li>Analyse and utilise various types of social media</li> <li>Examine and develop strategies used by organisations to maximise their social audience</li> </ol>
Average weekly contact	3 hours	3 hours	4 hours	3 hours	3 hours	3 hours	3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	8 hours	9 hours	9 hours	9 hours	9 hours	9 hours
TOTAL HOURS (Semester)	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>	144 hours <i>(12 hrs x 12 weeks)</i>
Assessment	Task 1: Presentation, 10 min, 30% Task 2: Essay, 1500 words 30% Task 3: Presentation (Group), 20 mins, 40%	Task 1: Sport in Australia personal statement, 500 words, 10% Task 2: Group presentation, 15 min, 20% Task 3: Case Study Report, 1500 words, 30% Task 4: Exam, closed book, 2 hours, 40%	Task 1: ePortfolio, 1500 words (equiv.), 20% Task 2: Group presentation, 15 min, 20% Task 3: Essay, 1000 words, 20% Task 4: Exam, closed book, 2 hours, 40%	Task 1: Media release, 1000 word equiv, 30% Task 2: Essay, 30% Task 3: Public Relations Campaign (group) and reflection piece, 40%	Task 1: Oral presentation, 10 mins, 30% Task 2: Case study analysis report and debate (group), 20 mins + report 1500 words, 40% Task 3: Essay, 1500 words, 30%	Task 2: Vodcast (group), 20 mins, 30% Task 2: Essay, 1500 words, 30% Task 3: Exam, closed book, 2 hours, 40%	Task 1: Group presentation, 15 mins, 20% Task 2: Essay, 1500 words, 30% Task 3: Sport Issue Article, 1500 words, 50%	Task 1: e-Portfolio, 1500 words (equiv), 20% Task 2: Group presentation, 10 min, 10% Task 3: Essay, 1500 words, 30% Task 4: Social media strategy (group), 1,000 words per student (equiv), 40%
Co-/Pre-requisites	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

Year 2								
Subject Title	Digital Media Production	Sports Marketing	Journalism Writing Practice	Sports Broadcasting	Media and the Law	Sport Sponsorship	Sports Journalism	Elective 1
Subject Code	BSM214	BSM111	BSM213	BSM203	BSM211	BSM210	BSM209	
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Core	Core	Elective
Subject Objective	To explore the ongoing transformation of media from twentieth century analog forms to twenty first century digital forms and develop the requisite digital technical skills required by industry.	To develop the knowledge and skills to construct a contemporary sports marketing plan.	To further develop and hone news reporting and professional journalism writing capabilities in line with standard conventions, underpinned by identifying newsworthy stories and angles.	To analyse, develop and apply the key skills and knowledge of broadcast and audio media platforms	To examine the interaction between media and the law in Australia and understand the areas of law that impact on media professionals and the application of legal principles to practical issues	To develop the skills to value sponsorship assets and construct customised sponsorship proposals.	Guide students through the practical and theoretical requirements of sports journalism for research, interviewing, reporting and broadcasting from local levels through to national and international coverage.	Elective to be chosen from listed electives or approved relevant subject/s for a maximum of 6 credit points from any Holmesglen degree program Note: Only able to choose a maximum of 6 credit points of electives from another Holmesglen degree program.
Learning Outcomes	<ol style="list-style-type: none"> <li>Investigate digital media technologies and their functions.</li> <li>Exhibit aptitude in producing media content appropriate for a range of digital media formats</li> <li>Demonstrate technical skills in compressing and encoding files for new media formats</li> <li>Produce media designed appropriately for digital media formats</li> </ol>	<ol style="list-style-type: none"> <li>Identify characteristics and issues of sports marketing.</li> <li>Conduct market research.</li> <li>Develop sports marketing strategies based on market research and marketing position.</li> <li>Analyse contemporary sports marketing issues.</li> <li>Construct a comprehensive sports marketing plan for a sporting organisation.</li> </ol>	<ol style="list-style-type: none"> <li>Demonstrate the ability to write a simple news story for media</li> <li>Demonstrate the basic skills of writing for digital media, including technical accuracy and adherence to style</li> <li>Communicate using succinct language to present multiple viewpoints in news writing with technical accuracy and readability</li> <li>Integrate the basic tools of professional writing, including the development of 'sidebar' and 'breakout' material</li> <li>Devise summary stories in short online breaking news format</li> </ol>	<ol style="list-style-type: none"> <li>Investigate and critique the growth in sports broadcasting and explore the significance of this growth for the media, sport, culture and society.</li> <li>Develop a sports news bulletin appropriate for broadcast media</li> <li>Demonstrate effective interview and presentation skills for audio</li> <li>Operate relevant hard tools and software programs for the production of news and interview packages</li> <li>Produce audio packages in a timely and ethical manner</li> </ol>	<ol style="list-style-type: none"> <li>Understand the structure of the Australian legal system and its institutions and debate how the Australian legal system is likely to evolve in response to environmental and social changes</li> <li>Identify the key requirements of contract formation and apply them to problems and scenarios</li> <li>Demonstrate an understanding of various components of Australian Law and the Australian legal system that relate to, and impact on the media industry.</li> <li>Critically analyse and debate, using current events, how specific areas of the law have been applied to media</li> <li>Debate the various legal issues surrounding the increasing influence of social media as they affect the media industry</li> </ol>	<ol style="list-style-type: none"> <li>Explain and apply the components of a sports sponsorship plan.</li> <li>Develop a sponsorship proposal based on principles of customisation and congruence.</li> <li>Understand the role the media plays in sport and sponsorship.</li> <li>Analyse contemporary sports sponsorship issues.</li> </ol>	<ol style="list-style-type: none"> <li>Understand the relationship between sports and media organisations from a journalism or news perspective.</li> <li>Compare and analyse different reporting regarding a sports issue</li> <li>Critique the growing prevalence of athletes, including retired athletes, in the media..</li> <li>Explore the interdependency of elite sport and the media.</li> <li>Develop journalism skills through the creation of a folio of journalism pieces.</li> </ol>	
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	
TOTAL HOURS (Semester)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	
Assessment	Task 1: ePortfolio, 6 products, 30% Task 2: Essay, 1500 words, 30% Task 3: Suite of media products (group), 3 different digital media forms + accompanying strategy, 40%	Task 1: Consumer persona and sport marketing definition requirements, 600 words, 20% Task 2: Sports marketing pitch (group), 15 min, 20% Task 3: Market plan (individual) and presentation (group), 2000 words and 15 min, 60% Hurdle requirement: Students must achieve ≥ 37.5% of 75% in total for Assessments 2–3 combined.	Task 1: News stories, 2 x 500 words, 20% Task 2: Journalist profile + presentation, 1500 words + 10 mins, 40% Task 3: Writing folio, 2000 words, 40%	Task 1: Essay, 1500 words, 30% Task 2: Audio news story, 5 min 1000 words equiv, 30% Task 3: Audio package (group), 15 min, (1000 words per student equiv), 40%	Task 1: Critical reflections portfolio, 2000 word, 40% Task 2: Team debate, 5 mins each, 20% Task 3: Examination, open book, 2 hours, 40%	Task 1: ePortfolio (individual), 6 entries, 25% Task 2: Oral presentation, 10 mins, 10% Task 3: Sponsorship Asset Inventory (group), 20% Task 4: Proposal & presentation (group), 1500 words + 10 min, 45% Hurdle requirement: Students must achieve ≥ 37.5% of 75% in total, for Assessments 2 – 4 combined.	Task 1: Oral presentation (group), 20 mins, 30% Task 2: Essay, 2000 words, 30% Task 3: Journalism folio, 2000 words, 40%	
Co-/Pre-requisites		Pre-requisite: BSM103 Social Media	Nil	Nil	Nil	Pre-requisite: BSM111 Sports Marketing	Pre-requisite: BSM102 Introduction to Journalism and Research	

Year 3							
Subject Title	Media for Sports Events	Transition to Professional Practice	Video Journalism	Digital Sports and Digital Media	Sport Internship	Elective 2	Elective 3
Subject Code	BSM311	BSM308	BSM312	BSM313	BSPB305		
Credit Points	6	6	6	6	12	6	6
EFTSL	0.125	0.125	0.125	0.125	0.250	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Elective	Elective
Subject Objective	To develop the skills and practices required to effectively cover a sport event and evaluate how sport event coverage extends to societal, cultural and political issues.	To secure an internship based on a student's knowledge and skill set, and the principles of congruence relative to career aspirations in the sports industry.	To analyse, develop and apply the key skills and knowledge of television and video news journalism.	To examine the sport and sport media industries in the digital age including the impact of digital driven innovations and practices and to develop the ability to create a multimedia web platform and accompanying multimedia content for sports organisations	To apply industry knowledge and technical skills in the context of an internship, with the aim of enhancing employment readiness upon graduation.	Elective to be chosen from listed electives	Elective to be chosen from listed electives, or 6 credit points from another Holmesglen degree program, if not already chosen in Year 2. Note: A maximum of 6 credit points of the total 18 credit points of elective may be from another Holmesglen degree program.
Learning Outcomes	<ol style="list-style-type: none"> <li>Adopt an appropriate writing style to cover a societal, cultural or political issue of a sport event</li> <li>Identify and research an off field issue of a sporting event.</li> <li>Develop the ability to undertake the practical aspects of covering sports events via the utilisation of contemporary media tools</li> <li>Create a media strategy for a sports event</li> </ol>	<ol style="list-style-type: none"> <li>Analyse the requirements, issues and responsibilities of a career in the sports industry</li> <li>Analyse personal skills relative to sports industry opportunities</li> <li>Demonstrate knowledge and technical skills required for targeted placement organisation</li> <li>Identify, seek and secure an appropriate internship</li> </ol>	<ol style="list-style-type: none"> <li>Demonstrate research skills in selection and information gathering to develop a video news report</li> <li>Develop and demonstrate a high level of communication and professional presentation skills</li> <li>Analyse the social and cultural significance of television and online video news platforms</li> <li>Establish good team work capabilities that would apply to a multi-media newsroom</li> <li>Demonstrate the technical skills required to develop television and video based media and programs</li> </ol>	<ol style="list-style-type: none"> <li>Critically analyse how sports and media organisations are using digital media to market their products and engage with their consumers.</li> <li>Critically analyse the development and growth of digital driven sports practices such as e-sports, fantasy sports and sports related video games</li> <li>Evaluate digital innovations in the sports industry</li> <li>Review technologies used by media professionals to gather sports news and their impact on both the production and consumption of content</li> <li>Create a multi-media report or feature article on a digital platform.</li> </ol>	<ol style="list-style-type: none"> <li>Apply knowledge and technical skills to a sports organisation and a work setting via an internship.</li> <li>Review the output of their work processes and outcomes in their internship.</li> <li>Understand the value of industry and professional networks and the importance of self - reliance, lifelong learning and career progression.</li> <li>Communicate effectively in a professional workplace.</li> <li>Understand organisational culture and ethics, work practices, and the diversity of workplaces.</li> </ol>		
Average weekly contact	3 hours	3 hours	3 hours	3 hours	240 hours across the semester (228 = 38 hrs x 6 weeks internship 12 hours = on-campus classes)		
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	48 hours across the semester (approximately)		
TOTAL HOURS (Semester)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 weeks)	288 hours		
Assessment	Task 1: Feature Research Article, 2000 words 30% Task 3: Sports Event Media and Communications strategy (Group assessment), 3000 words (equiv), 30% Task4: Mobile Journalist Sport Event Coverage (group assessment), 15 min production, 40%.	Task 1: ePortfolio, 3000 words, 50% Task 2: Internship applications, min of 3 applications, 25% Task 3: Internship recruitment, min of 2 interviews, 25%	Task 1: Essay, 2000 words, 30% Task 2: Video news story, 5 min, 20% Task 3: Sports program (group), produce & host program, 30 min, 50%	Task 1: Research Report, 2000 words, 30% Task 2: Critical analysis folio, 2000 words (equiv), 30% Task 3: Multimedia package, mins: text 1500 words, audio 3 mins, video 3 mins, images 3, 40%	Task 1: ePortfolio, 5000 words, 50% Task 2: Internship host evaluation, 25% Task 3: Personal evaluation + oral presentation, 25% Task 4: Work placement, 228 hours, hurdle requirement		
Co-/Pre-requisites	Nil	Nil	Nil	Prerequisite: BSM214 Digital Media Production	Prerequisite:BSM308 Transition to Professional Practice		

Electives							
Subject Title	Advanced Public Relations and Communication	Advanced Sports Broadcasting	Advanced Journalism Practice	Sport Athlete Management	Sport Venue and Event Management	Sport Event Tourism	Sport Governance and Strategy
Subject Code	BSM207	BSM303	BSM309	BSPB203	BSPB302	BSPB303	BSPB304
Credit Points	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective
Subject Objective	To examine, develop and apply the key concepts and skills of public relations and stakeholder management as they apply to the sporting industry.	To analyse the key concepts and develop and apply the skills of sports broadcasting with a particular focus on the art of commentary	Develop and refine the skills required to perform the journalism profession on a daily basis, including long-form writing, investigative reporting, press conference coverage, and live match reporting	To explore industrial relations adaptations and structures in professional sport with a specific focus on the functions, role and responsibilities of the professional athlete manager from a fiduciary perspective	To explore management practices of major sports venues and events, their history and evolution and the context of their relationship with one another	To evaluate the relationships, operations and functions of the sport event tourism industry	To understand the importance of robust governance structures and systems for sports organisations, and develop the capacity for strategic thinking in the sports industry
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Evaluate a sporting organisation's strategic public relations needs and opportunities, including the relationship with stakeholders</li> <li>2. Scrutinise the principles and concepts behind the structure, format, delivery and measurement of a strategic public relations plan in a given environment</li> <li>3. Make recommendations on the various ways different bodies can organise their public relations activities</li> <li>4. Construct a public relations plan incorporating a range of public relations tools</li> <li>5. Develop a public relations strategy and plan for the management of a crisis situation in an organisation</li> </ol>	<ol style="list-style-type: none"> <li>1. Plan and produce a commentary package suitable for television and radio (or visual and audio streaming)</li> <li>2. Produce and manage a digital blog for a live sport event</li> <li>3. Analyse and evaluate the different styles of sports commentary across different mediums, sectors and countries and the different roles of a sports commentary team</li> <li>4. Evaluate the economic and commercial relationship between sports broadcasters and the sports they cover</li> <li>5. Demonstrate the ability to commentate a live sport event</li> </ol>	<ol style="list-style-type: none"> <li>1. Critique the history and role of investigative journalism</li> <li>2. Develop the skills to produce breaking news stories relative to deadlines pressures</li> <li>3. Analyse current news issues</li> <li>4. Develop advanced journalism research and interview skills</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate the purpose of industrial relations in professional sport</li> <li>2. Examine the principles and practices of the athlete manager</li> <li>3. Compare key functions of different players' associations domestically and globally</li> <li>4. Explain the role of an athlete manager from a fiduciary and marketing perspective</li> </ol> <ol style="list-style-type: none"> <li>1. Create a commercial athlete management strategy</li> </ol>	<ol style="list-style-type: none"> <li>1. Understand the process of organising major events</li> <li>2. Develop the management practices knowledge of major sports venues</li> <li>3. Evaluate the management performance of major sports venues</li> <li>4. Develop a sports event bid proposal</li> </ol> <ol style="list-style-type: none"> <li>1. Explore contemporary sports facilities and sport event issues</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate the relationship between sport, events and tourism</li> <li>2. Assess the effects and impacts of sport event tourism on the economy</li> <li>3. Appraise the functions, operations and interactions of key sectors in the sport, events and tourism industries</li> <li>4. Assess the feasibility of different tourism destinations' ability to host a sport event</li> </ol> <ol style="list-style-type: none"> <li>1. Create a sport event tourism plan and package</li> </ol>	<ol style="list-style-type: none"> <li>1. Examine contemporary issues and challenges confronting sport organisations and sport managers</li> <li>2. Examine governance in key Australian sports organisations</li> <li>3. Analyse the Australian Sports Commission governance principles</li> <li>4. Understand the concepts of strategic management</li> </ol> <ol style="list-style-type: none"> <li>1. Apply the frameworks of strategic analysis, strategy formation and implementation in the development of a strategic plan for a sports organisation</li> </ol>
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours
TOTAL HOURS (Semester)	144 hours (12 weeks)	144 hours (12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 weeks)	144 hours (12 hrs x12 weeks)	144 hours (12 hrs x12 weeks)
Assessment	Task 1: Public relations evaluation presentation, 10 mins, 20% Task 2: Media guide, 1000 words (equiv), 20% Task 3: Crisis management PR plan & simulated press conference (group), 1500 words (equiv), 30% Task 4: Community relations strategy (group), 1000 word equiv per student, 30%	Task 1: Live blog, 500 word (equiv), 10% Task 2: Essay, 2000 words, 30% Task 3: Video match preview (group), 10 mins, 30% Task 4: Audio commentary package (group), 20 mins, 30%	Task 1: Long form sports story, 2000 words, 30% Task 2: Essay, 2000 words, 30% Task 3: Press conference report, 600 words, 20% Task 4: Match report, 600 words, 20%	Task 1: Essay, 1000 words, 20% Task 2: Report, 1500 words, 30% Task 3: Strategy proposal & presentation (group), 3000 words + 20 mins, 50%	Task 1: Critical analysis folio, 2000 words, 30% Task 2: Stadium management report, 2000 words, 30% Task 3: Bid proposal (group), 40%	Task 1: Feasibility report, 1500 words, 30% Task 2: Case study, 1500 words, 30% Task 3: Sport event tourism proposal & presentation (group), 2000 words and 10 min, 40%	Task 1: Essay, 1500 words, 20% Task 2: Sport governance report, 2000 words, 30% Task 3: Strategic plan (group), 4000 words, 50%
Co-/Pre-requisites	Prerequisite: BSM107 Introduction to Public Relations	Prerequisite: BSM203 Sports Broadcasting	Prerequisite: BSM209 Sports Journalism	Nil	Nil	Nil	Nil