

Summary Information

Module Code	5006LBSSB
Formal Module Title	Sports Media
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	10

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	Demonstrate an understanding of the key areas of the sport media industry and the relationships between sport, media and society.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Examine the historical development of the media landscape within sport.
MLO2	2	Explore the sports-media relationship and how media is utilised in the sports industry to engage sports fans.
MLO3	3	Create suitable sports content via a specified digital media platform with the purpose of engaging with sports fans.

Module Content

Outline Syllabus	History, scope and development of sports media. Sport media production Sport, media and society Digital sports media Sport and marketing communications Impacts of sports media The sports consumer Creation and development of sport media platforms (i.e., Blogs, Podcasts).
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	AS1	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Matthew Hindmarsh	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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