

Summary Information

Module Code	5047JOURN
Formal Module Title	Sports Media Communication
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	22

Module Offering(s)

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

Aims and Outcomes

Aims	Provide an awareness of the sports PR and communication environment. Develop industry focused practical skills and critical thinking. Broaden professional skillset to enhance employability.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse a range of techniques deployed in sports PR and comms.
MLO2	2	Demonstrate how social-digital media are activated for promotional purposes.
MLO3	3	Evidence awareness of how PR and comms strategy can engage sports journalists

Module Content

Outline Syllabus	This module will explore the role of public relations and communications in shaping the sports news agenda while analysing the contested yet mutually beneficial relationship between sports journalists and PR and comms departments. Awareness and skills developed here will help equip students for placements and potential employment in a continuing growth area of the sports media communication sector.
Module Overview	
Additional Information	This module will introduce students to the industry focused requirements of a closely-aligned field that demands many of the skills taught on the course to recruit sports journalism graduates.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
David Randles	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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