

Liverpool John Moores University

Title: Sports Media
Status: Definitive
Code: **5204SSLN** (122516)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Anees Anees	Y
Konstantinos Zervas	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	10
Tutorial	1
Workshop	29

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (1500 words)	30	
Report	AS2	Report (2500 words)	70	

Aims

This module aims to provide a detailed insight into the multi-platform sport media industry. It will analyse both historical and contemporary perspectives of the role of media in sport, exploring online and offline offerings.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore the relationship between sport and the variety of media forms.
- 2 Contextualise how the media is used to engage sports fans across a broad spectrum of commercial and non-commercial sports.
- 3 Analyse how different media platforms can be used to enhance the viewing experience of live and televised sporting events.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2	3
Report	1	2	3

Outline Syllabus

History of the sports media.

Media owners and sports rights.

Social media and it's application for sport.

Gamification.

Sport media nexus.

Learning Activities

Students will participate in workshops, seminars and on-line learning introducing real life case studies and theoretical constructs. Students will be supported through group and individual tutorials

Notes

This module will support the students' understanding of the sports media and will support the small-scale research project in 5202SSLN.