

## Summary Information

<b>Module Code</b>	5204SSLN
<b>Formal Module Title</b>	Sports Media
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

## Module Contacts

### Module Leader

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

### Module Team Member

Contact Name	Applies to all offerings	Offerings
Kostas Zervas	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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## Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

## Learning Methods

Learning Method Type	Hours
Seminar	10
Tutorial	1
Workshop	29

### Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

<b>Aims</b>	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.
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### Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explore the relationship between sport and the variety of media forms.
MLO2	Contextualise how the media is used to engage sports fans across a broad spectrum of commercial and non-commercial sports.
MLO3	Analyse how different media platforms can be used to enhance the viewing experience of live and televised sporting events.

### Module Content

Outline Syllabus
History of the sports media. Media owners and sports rights. Social media and its application for sport. Gamification. Sport media nexus.

Module Overview
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.

**Additional Information**

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

**Assessments**

<b>Assignment Category</b>	<b>Assessment Name</b>	<b>Weight</b>	<b>Exam/Test Length (hours)</b>	<b>Learning Outcome Mapping</b>
Presentation	Essay	30	0	MLO2, MLO3, MLO1
Report	Report	70	0	MLO2, MLO3, MLO1