Course Specification

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Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton School of Art		
Course Code(s):	MZ030H01UV MZ030H31UV	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Sports Journalism		
Hierarchy of Awards:	Bachelor of Arts with Honours Sports Journalism Bachelor of Arts Sports Journalism Diploma of Higher Education Sports Journalism Certificate of Higher Education Sports Journalism University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	12/Jul/2018		
Last Review:	2017/8		
Course Specification valid from:	2017/8		
Course Specification valid to:	2023/4		

Academic Staff

Course Leader:	Dr Bianca Fox
Head of Department:	Dr Bianca Fox

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

Sport is part of everyone's life and the new course will offer you the unique opportunity to focus your journalistic ambitions on the sport of your choice – from cricket, rugby or football to minority sports. The course will also focus on sport and wellbeing, which will enable you to perform roles in different areas of the sport industry. You will be introduced to a full range of modern media and will adopt real-world working strategies (news days), produce ground-breaking audio, video, web and social media content and benefit from work placements that will enable you to enter the job market with the most up-to-date and relevant knowledge and expertise. This dynamic course will teach you how to produce compelling sports content for both traditional and emerging media platforms. You will gain the core journalistic research and writing skills as well as studying media law and ethics. At the same time, you will develop a multi-platform mind-set, producing print, radio and TV news, reports, features, documentaries, as well as creating blogs and podcasts, digital photos, audio/video stories and content for websites and mobile devices.

Educational Aims of the Course:

BA (Hons) Sport Journalism is a practice-based and industry-focused course that offers students the unique opportunity to focus their journalistic ambitions on the sport of their choice – from cricket, rugby or football to minority sports. The course also focuses on sport and wellbeing, which enables our students to perform roles in different areas of the sport industry. Working in our current industry fit facilities, students will be introduced to a full range of modern media and will adopt real-world working strategies (news days), produce ground-breaking audio, video, web and social media content and benefit from work placements that will enable them to enter the job market with the most up-to-date and relevant knowledge and expertise. This dynamic course will introduce students to a range of techniques and genres, covering everything from writing a basic match report to presenting their own Radio/TV sports show and producing sports features and short documentaries. Students will gain the core journalistic research and writing skills as well as studying media law and ethics and will develop a multi-platform mind-set, producing print, radio and TV news, reports, features, documentaries as well as creating blogs and podcasts, digital photos, audio/video stories and content for websites and mobile devices.

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

None

Course Structure:

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

Quality Code - Part A: Setting and Maintaining Academic Standards. Including :

Qualifications Frameworks

Characteristics Statements

Credit Frameworks

Subject Benchmark Statements

Quality Code - Part B: Assuring and Enhancing Academic Quality

University Policies and Regulations

Equality Act (2010)

Learning Outcomes:

Certificate in Higher Education Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study.

Certificate in Higher Education Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

Certificate in Higher Education Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work.

Certificate in Higher Education Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments.

Certificate in Higher Education Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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Diploma in Higher Education Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

Diploma in Higher Education Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.

Diploma in Higher Education Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

Diploma in Higher Education Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

Diploma in Higher Education Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.

Diploma in Higher Education Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

Ordinary Degree Learning Outcome 1 (ORDCLO1)

Demonstrate a broad understanding of sports journalism across print, online, radio and TV broadcasting media as well as of the convergence of sports journalistic production in the current socio-political landscape.

Ordinary Degree Learning Outcome 2 (ORDCLO2)

Apply near-professional skills for identifying, gathering, evaluating, researching, presenting and producing sports news, writing news stories, match reports (on a range of sports), feature profiles, ghost-written columns and analytical and confessional pieces.

Ordinary Degree Learning Outcome 3 (ORDCLO3)

Work to meet deadlines showing informed knowledge of the principles and practice of sports journalism, and understanding of ethical elements of the practice of sports journalism in the UK.

Ordinary Degree Learning Outcome 4 (ORDCLO4)

Demonstrate a critical understanding of the theoretical perspectives relating to sports journalism and awareness of the way sports journalism has changed in light of the internet, satellite television, 24 hour rolling news, social media and mobile applications.

Ordinary Degree Learning Outcome 5 (ORDCLO5)

Demonstrate appropriate practical transferable skills necessary for employment by using appropriately and creatively a range of digital equipment and operate as a member of a production team.

Ordinary Degree Learning Outcome 6 (ORDCLO6)

Effectively manage your professional conduct and plan your career development in relation to the duties and responsibilities of a sports journalist, work in flexible, creative ways, both independently and in teams, showing self-discipline, communication skills and critical thinking.

Honours Degree Learning Outcome 1 (DEGCLO1)

Demonstrate a broad understanding and knowledge of sports journalism across print, online, radio and TV broadcasting media as well as of the convergence of sports journalistic production in the current socio-political landscape.

Honours Degree Learning Outcome 2 (DEGCLO2)

Apply professional skills for identifying, gathering, evaluating, researching, presenting and producing sports news, writing news stories, match reports (on a range of sports), feature profiles, ghost-written columns and analytical and confessional pieces.

Honours Degree Learning Outcome 3 (DEGCLO3)

Work to meet deadlines, displaying competence to professional standards in creating audio, visual and written sports news content suitable to be published and/or broadcast by online / radio/ TV distribution channels and other highly specialised sports productions across multiple platforms.

Honours Degree Learning Outcome 4 (DEGCLO4)

Demonstrate a detailed understanding of the theoretical perspectives relating to sports journalism and of the way sports journalism has changed in light of the internet, satellite television, 24 hour rolling news, social media and mobile applications.

Honours Degree Learning Outcome 5 (DEGCLO5)

Demonstrate practical transferable skills necessary for employment in any area of journalism and

demonstrate awareness of the changing professional demands of sports journalism and how to respond to these with flexibility and creativity.

Honours Degree Learning Outcome 6 (DEGCLO6)

Manage your professional conduct and plan your career development in relation to the duties and responsibilities of a sports journalist, operate successfully in a team context in a multi-platform newsroom, working in flexible, creative ways, both independently and in teams, showing self-discipline, self-direction, communication skills, critical thinking and a reflective and problem-solving capacity.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4MZ023	Radio News Production	CHECLO1, CHECLO3, CHECLO4, CHECLO5
4MZ027	Television News Production	CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MZ031	Introduction to Sports Journalism	CHECLO2, CHECLO3, CHECLO4
4SR013	Investigating Socio-Historical Sporting Issues	CHECLO1, CHECLO4, CHECLO5
4SR015	Sport in a Digital Age	CHECLO1, CHECLO2, CHECLO3, CHECLO5
4SR016	Introduction to Sports Development	CHECLO1, CHECLO2, CHECLO4, CHECLO5
5MZ032	MEDIA LAW AND ETHICS	DHECLO1, DHECLO2, DHECLO3, DHECLO5
5MZ033	WRITING FEATURES FOR NEWS MEDIA	DHECLO1, DHECLO2, DHECLO4
5MZ034	Multimedia News Production	DHECLO1, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MZ037	Convergent Journalism	DHECLO2, DHECLO3, DHECLO5, DHECLO6
5SR020	Sport and Globalisation	DHECLO2, DHECLO4, DHECLO5, DHECLO6
5SR027	Sports Event Management	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6MZ005	Persuasion and Influence	DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO5, ORDCLO6
6MZ021	Work Placement	DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO5, ORDCLO6
6MZ025	Convergent News Production	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MZ027	The Multi-platform Newsroom	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO6
6MZ028	Multimedia Practical Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6SR016	Sport as Entertainment	DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6SR018	Global Mega Events	DEGCLO3, DEGCLO4, ORDCLO4, ORDCLO5, ORDCLO6
6SR025	Evaluating the Impact of Sport	DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO4, ORDCLO5, ORDCLO6

Teaching, Learning and Assessment:

Learning will take place in the classroom in the form of lectures, seminars and workshops but also outside in

the form of visits to local broadcasters and independent learning, a key skill for the practice of multimedia journalism. Students will gain key industry skills through developing multimedia artefacts in real time and to live, or as - live, industry provided briefs. These activities will test students' ability to work effectively in a group and enables them to experience real working practices in a protected environment. All three levels also encourage significant work outside of the classroom.

Activities are designed to mirror the academic learning outcomes of each level and the current multiplatform news industry working practices. The Sports Journalism-specific modules enable interaction between students and industry-relevant activities in class. Practitioners from the industry will occasionally be asked to assist students or deliver guest lectures.

Learning activities will include:

Lectures,

Group work,

Live or as –live – News days

Practical and Technical on TV and radio news productions (working to deadlines),

Newswriting for multiple platforms: print, online, radio and TV.

Presenting – For TV and radio in a professional context,

Reflective Practice,

Work Placements

Multimedia production

Editing workshops

Critical analysis of media and academic texts,

Independent project work

Industry visits

Level 4 Assessment will take the form of:

1. Portfolios and e-portfolios and reflective work: examining and gaining awareness of sports journalistic productions and texts for print, TV, Radio and Online media.

1. Individual research report/essays.
2. Presentations and group work productions.

Level 5 Assessment will take the form of:

1. Individual essays and reflective reports

2. Portfolios and e-portfolios and reflective work: examining and gaining awareness of sports journalistic productions.

3. Group work presentations and productions.

4. Practical assignments – generating content for multimedia platforms (audio, video, texts, photograph and other media products).

5. Producing as-live media content (radio, TV and online).

Level 6 Assessment will take the form of:

1. Half year individual study (practical or written project) to produce either: A multimedia news production with accompanying documentation and process log and reflection or: An academically rigorous critically

engaged analysis of sports journalism processes/products incorporating current debates and theoretical frameworks.
2. Individual research essays and reflective reports
3. Practical assignments to produce and manage multimedia content for multiple platforms
4. Producing as-live media content (radio, TV and online).
5. Work placements/mentoring with industry partners.

Support for Learning:

1) University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas.

Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases. For more information, please visit: www.wlv.ac.uk/lib/info/welcome

Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The University Student Support website offers advice on a variety of matters (careers, counselling, student union advice, etc.) https://www.wlv.ac.uk/study-here/student-support/ Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

2) In addition to the material provided in class and on the Virtual Learning Platform (CANVAS), the Faculty offers tailored academic and pastoral support to students. Students' first port of call is their personal tutor (each student is allocated a personal tutor at the beginning of the academic year), but they can also talk to module leaders, course leader, school administrator, graduate interns and graduate teaching assistants, whose details can be found in the course guide. Advice will be given through the induction process and then through appointments throughout the year, in addition to classes and tutorials. Students can expect to receive support and guidance in the area of Personal Development Planning, to understand better their learning process, have the skills and understanding to act on the feedback.

Lecturers will provide personalised feedback for formative and summative assessments. On occasions, lecturers may provide generalised feedback to the whole group on points relating to an assessment.

3) Dedicated Subject Pages allow students to explore key online information sources that are recommended for their studies.

School of Media

www.wlv.ac.uk/lib/subjects/broadcasting-film-and-media

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

General University support:

University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases.

Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The University Student Support website offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support: In addition to the material provided in class and on the Virtual Learning Platform, the Faculty offers tailored academic and pastoral support to students. Students' first port of call is their personal tutor (each student is allocated a personal tutor at the beginning of the academic year), but they can also talk to module leaders, course leader, school administrator, graduate interns and graduate teaching assistants, whose details can be found in the course guide. Advice will be given through the induction process and then through appointments throughout the year, in addition to classes and tutorials. Students can expect to receive support and guidance in the area of Personal Development Planning, to understand better their learning process, have the skills and understanding to act on the feedback.

Lecturers will provide personalised feedback for formative and summative assessments. On occasions, lecturers may provide generalised feedback to the whole group on points relating to an assessment.

Each student will be allocated a personal tutor.

Module tutorial support will be factored into each module.

Students with disabilities are able to gain a wide range of support from Student Support & Wellbeing

Support for academic skills will be embedded into the curriculum.

Students are able to access a wide range of resources to support their learning via the 'Skills for Learning ' programme.

Extensive Learning Centre support is available, including via the online chat information service 'ASSIST .'

A dedicated team of technicians is available to guide the students and provide camera and editing workshops. Students can book these workshops throughout the year.

Employability in the Curriculum:

Everything within the curriculum is related to employment and that is obvious particularly in the following modules: 6DM027 Creative Industries and Employability module; 4SR013 Investigating Socio-Historical Sporting Issues; 4MZ023 Radio News Production; 4MZ027 Television News Production; 5MZ034 Multimedia News Production; 5MZ032 Media Law and Ethics; 5SR027 Sports Event Management; 5MZ037Convergent journalism; 6MZ025 Convergent News Production; 6MZ028 Multimedia Practical Project; 6MZ027 The Multi-platform Newsroom. Students will also be asked to go on placement between L5 and L6 for at least 15 days.

Students completing the BA (Hons) Sport Journalism course are equipped with both the skills to work in any area and across all platforms within the sports media, from local newspapers to national broadcasters, and the practical experience in 'as real' locations such as newsrooms, commercial communications departments and TV and radio studios.

Suitable roles for graduates include but are not limited to:

Sports producer, Cameraman, Audio and Video editor, Sports reporter, Commentator, Newsreader, TV or Radio producer, TV or Radio presenter; Correspondent, News editor, Online, newspaper or magazine sports reporter; Radio and broadcast news reporter and editor, Sports PR and communication officer, Creative assistant, Editorial assistant, Journalist and press officer, Production trainee/researcher, SEO content writer, Social media and marketing assistant, Content administrator, Production assistant, Digital editor, Digital journalist, Data analyst, Social media analyst.