

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Sports Journalism
2	Course Code	US0890
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>This course will prepare you for a career in sports journalism by providing the knowledge, values and cutting-edge skills required to be a professional sports journalist. You will become an agile, independent sports reporter working across multiple platforms with the ability to understand the critical role that sports journalism plays in society by telling stories both on- and off-the pitch. You will be able to work across multiple formats with the ability to understand the democratic role of journalism in ensuring a diversity of stories are told. This will enable you to become an adaptable sports journalist capable of working in innovative, engaging and entrepreneurial ways.</p> <p>This course has been designed in close collaboration with leading industry experts and researchers in journalism. Through a range of complementary modules, you will learn a wide range of journalistic skills for all news platforms and understand the wider issues that face the journalism industry. You will learn the skills to report on a broad range of sports in a variety of different ways, whether it be for audio, visual, written or social media platforms. The course will prepare you for everything from live reporting and asking the difficult post-match questions to interviewing key figures and going deep into the issues that make up an ever-changing and increasingly diverse sports industry. You will learn through research- and practice-informed teaching and also have the chance to undertake placement opportunities.</p> <p>You will develop creative storytelling skills that allow you to offer insight into important issues and shed light on a diverse range of sporting topics, all underpinned by traditional skills and values needed to excel in sports journalism. As well as technical skills, you will also develop the ability to analyse, innovate and explore theoretical concepts to enable you to make your mark in the industry or progress into ongoing education.</p> <p>Through activities such as workshops and newsdays, you will work on real stories giving you a clear insight of the impact they can have at a local, national and international level. With support from experts and a host of links to the sports journalism world, by graduation you will be equipped with the ability to be adaptable in order to take advantage of the diverse range of opportunities on offer.</p> <p>Our BA (Hons) Sports Journalism course is delivered by industry experts from broadcast, print and digital, providing a strong foundation for a professional career. Our strong links with key</p>

	journalism organisations means students will also get the chance to work on live briefs as well as producing content for our award-winning Birmingham Eastside website. Our newsroom media hub also allows for collaborative work as part of the wider Birmingham City University journalism community. Our graduates have gone on to work for Sky, BBC, Reach Plc and the Express & Star. Others have scooped prestigious awards while still studying with us.
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Sports Journalism	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Sports Journalism	4	120
	Diploma of Higher Education Sports Journalism	5	240
	Bachelor of Arts Sports Journalism	6	300

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full-time	City Centre	3 years	US0890
	Professional Placement Year	City Centre	4 years	US1332

10	Entry Requirements	
	Home:	112 UCAS tariff points. GCSE English Language or English Literature and GCSE Maths at grade C/4 or above.
	EU:	IELTS: 6.0 overall with no less than 5.5 in each band
	International:	IELTS: 6.0 overall with no less than 5.5 in each band
	Access:	<ul style="list-style-type: none"> Pass with 60 credits overall. At least 45 credits at Level 3. Arts, Media and Publishing subjects preferred but other subjects also considered.

11	Course Aims	
	The aims of the course are to: <ul style="list-style-type: none"> introduce learners to core skills, knowledge, concepts and scholarly debates required to both operate in, engage with and shape the advancement of the sports journalism industry. 	

	<ul style="list-style-type: none"> • nurture and support independent, innovative, passionate and creative reporters wanting to tell a diverse range of stories and offer a voice to under-represented sports and communities. • examine disruptive/digital platforms, tools and emerging technological innovations which will allow learners to explore branding/entrepreneurial opportunities at a range of levels with both traditional and alternative outlets. • offers opportunities to apply practical mobile reporting skills in a real-world environment for all platforms including TV, radio, print and digital platforms. • equip students with an understanding of the role of journalism within the industry and society more widely. • ensure graduates are prepared for the future of journalism and emerge equipped to work in this dynamic sector. • develop an understanding of the way in which sports journalism engages with, informs and challenges the wider sports industry.
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12	Course Learning Outcomes
	Knowledge and Understanding
1	Critique and interrogate theoretical frameworks related to sports journalism.
2	Design and apply methodological research when conducting sports journalism research.
3	Analyse and critique creative, editorial and technical processes related to the production of journalism.
4	Reflect on and challenge socio-cultural, economic, political and regulatory contexts within the sports journalism industry.
5	Synthesise sports journalism theory and practice knowledge.
	Skills and other attributes
6	Identify and generate ideas that meet professional norms of newsworthiness and topicality, for an identified audience.
7	Produce sports journalistic artefacts using relevant software and hardware for a range of media platforms within a range of sports journalism genres.
8	Develop project management, collaborative, and interpersonal skills around the organisation of sports journalism work.
9	Produce sports journalism that aligns with professional standards and communicates effectively to local, national, or international communities of interest.
10	Develop skills in research and producing compelling content for multimedia platforms.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, you will be able to:</i>
1	Develop a range of transition skills to successfully study at university level.
2	Engage with a range of core theoretical concepts which underpin media production and cultural practices of reception.
3	Identify and analyse journalism formats and concepts of news values and newsworthiness,
4	Recognise and utilise journalism newsgathering and research methods to create journalism artefacts
5	Reflect critically on your individual performance and learning.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, you will be able to:</i>
1	Research and produce journalism artefacts for audiences using recognised and innovative storytelling approaches.
2	Consolidate and develop advanced media production and planning skills to reach a wide range of audiences.
3	Critically reflect on contemporary challenges, issues and opportunities within journalism and the sports industry.
4	Understand and apply legal and ethical considerations to journalistic production.
5	Critically engage with and research contemporary issues related to media, culture and society.
6	Engage with a range of academic, professional, and personal opportunities related in preparation for working within the journalism and communications industries.
	<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, you will be able to:</i>
1	Critique a range of media and cultural concepts and practices and their impact on society.
2	Synthesize advanced creative production and planning skills to develop solutions to problems.
3	Critically appraise the role that sports journalism plays in supporting and critiquing the sports industry.
4	Apply professional level knowledge and skills within real world contexts to create distinctive work.
5	Be industry ready and equipped for pursuing a career in your chosen field.

14	Course Learning, Teaching and Assessment Strategy
	All of our taught courses align with our Learning, Teaching and Assessment strategy. This ensures that the teaching on your course will be shaped by the expertise in research and practice of our academic staff. The relationship between research and teaching ensures we can offer a curriculum that incorporates advances in research, emphasises the processes for

producing knowledge and adopts an inquiry-based approach, designed to encourage new ideas and experimentation. Our strategy also ensures that the curriculum on your course will be designed and delivered inclusively. Our inclusive approach to curriculum and pedagogy reflects the wide range of contemporary issues which are of concern to our diverse student and staff population. This results in a curriculum which positively engages with and is willing to address and discuss issues of social justice and equality. Our approach is aimed at supporting the building of academic communities of practice and fostering high levels of scholarly professionalism in our students. All courses embed distinctive graduate attributes relevant to the subject and we hope that you will find your course engaging, challenging, stimulating and fun.

How you will learn:

Your learning will be through a mixture of lectures, practical workshops and seminars. Your course also provides an opportunity to undertake work-based learning through a placement. We embed flexible opportunities for you to access your curriculum including recorded lectures, blended learning, on-campus delivery and intensive delivery of some modules. We recognise that students progress to higher education from a variety of educational experiences and that university is a completely new educational environment for most of you. For that reason, you will find that in your first year with us there is a focus on supporting your transition which places an emphasis on developing both the confidence and the competencies required for being successful at your university assignments. Where appropriate, we will bring in external speakers or arrange visits relevant to your specialism. These may be from industry or be focused on a particular specialist academic interest. We have excellent links with industry, community and scholarly partners which we draw on to enhance your learning experience.

How you will be assessed:

All our assessments are designed to ensure that you meet the learning outcomes of your modules and thus of the course overall. Assessment types may include written research reports, essays, case studies, practical work, portfolios and presentations. There are no formal examinations on your course, but short classroom tests may be included within an element of assessment. You will be assessed as an individual but there may be times when you will be asked to work within teams and submit assessments as groups. All modules offer chances for formative assessment, that is, informal assessments that are used to assess your understanding before the final submission of your work. Formative assessments also help inform the teaching strategy within a module, identifying areas where we can offer extra help and guidance. We will offer tutorials and a chance for you to discuss your draft assessments before you submit them. Once marked, we will give formal feedback and 'feed forward' on all work submitted, aimed at helping you improve future submissions.

What we expect of you:

Your course is designed so that you experience learning through inquiry: questioning, investigating, examining, exploring, analysing and creating. By engaging fully with your studies and taking up the support we offer you, you will gain the confidence and skills you need to be successful in your studies. As you progress through your course, we will increasingly expect you to study independently. In your final year you will undertake a major project for which you will receive supervision, but we will expect you to organise your learning and undertake independent research. By the end of the course, as a result of your full engagement with your studies, you will be able to begin the next stage of your life as a confident, resilient and socially aware person.

15	Course Requirements																																																																									
15a	<p>Level 4:</p> <p><i>In order to complete this course, you must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED4xxx</td> <td>Understanding Media Texts, Industries and Audiences</td> <td>20</td> </tr> <tr> <td>MED4xxx</td> <td>Sports Journalism Landscapes</td> <td>20</td> </tr> <tr> <td>MED4xxx</td> <td>Introduction to Sports Journalism Techniques</td> <td>20</td> </tr> <tr> <td>MED4xxx</td> <td>Investigating Media Texts, Industries and Audiences</td> <td>20</td> </tr> <tr> <td>MED4xxx</td> <td>Digital Reporting</td> <td>20</td> </tr> <tr> <td>MED4xxx</td> <td>Community Collaboration</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course, you must successfully complete all the following CORE modules (totalling 60 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5xxx</td> <td>Media Law in Practice</td> <td>20</td> </tr> <tr> <td>MED5xxx</td> <td>Journalism in Context</td> <td>20</td> </tr> <tr> <td>MED5237</td> <td>Sports PR and Communication</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course, you must successfully complete at least 20 credits from the following indicative list of CORE Faculty modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM5001</td> <td>Live Project</td> <td>20</td> </tr> <tr> <td>ADM5006</td> <td>Collaborative Practice</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5159</td> <td>Bi-Media Drama</td> <td>20</td> </tr> <tr> <td>MED5164</td> <td>Comedy in the Media and Popular Culture</td> <td>20</td> </tr> <tr> <td>MED5168</td> <td>Fandoms and Subcultures</td> <td>20</td> </tr> <tr> <td>MED5181</td> <td>Photojournalism</td> <td>20</td> </tr> <tr> <td>MED5196</td> <td>Television Studio</td> <td>20</td> </tr> <tr> <td>MED5202</td> <td>Creating Compelling Content</td> <td>20</td> </tr> <tr> <td>MED5217</td> <td>Digital Storytelling</td> <td>20</td> </tr> <tr> <td>MED5219</td> <td>Radio Documentary and Podcast Production</td> <td>20</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	MED4xxx	Understanding Media Texts, Industries and Audiences	20	MED4xxx	Sports Journalism Landscapes	20	MED4xxx	Introduction to Sports Journalism Techniques	20	MED4xxx	Investigating Media Texts, Industries and Audiences	20	MED4xxx	Digital Reporting	20	MED4xxx	Community Collaboration	20	Module Code	Module Name	Credit Value	MED5xxx	Media Law in Practice	20	MED5xxx	Journalism in Context	20	MED5237	Sports PR and Communication	20	Module Code	Module Name	Credit Value	ADM5000	Work Placement	20	ADM5001	Live Project	20	ADM5006	Collaborative Practice	20	Module Code	Module Name	Credit Value	MED5159	Bi-Media Drama	20	MED5164	Comedy in the Media and Popular Culture	20	MED5168	Fandoms and Subcultures	20	MED5181	Photojournalism	20	MED5196	Television Studio	20	MED5202	Creating Compelling Content	20	MED5217	Digital Storytelling	20	MED5219	Radio Documentary and Podcast Production	20
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MED5230	Commercial Photography	20
MED5234	Emotion, Media and Culture	20
MED5xxx	Media and Environment	20
MED5xxx	Television From Small Screens to Smart Screens	20
MED5xxx	Graphic Design	20
MED5xxx	PR Campaign Planning	20
MED5xxx	Disruptive Publishing	20
MED5xxx	Exploring PR, social media and influencers	20
MED5xxx	Live Music and Media	20
MED5xxx	Live Radio Production	20

Professional Placement Year (optional)

In order to qualify for the Professional Placement Year, you must successfully complete the following Level 5 module:

Module Code	Module Name	Credit Value
PLA5003	Professional Placement	120

Level 6:

In order to complete this course, you must successfully complete all the following CORE modules (totalling 40 credits):

Module Code	Module Name	Credit Value
MED6220	The Sports Industry	20
MED6xxx	Major Project Preparation	20

In order to complete this course, you must successfully complete one module from the following list of CORE-OPTION modules (worth 40 credits)

Module Code	Module Name	Credit Value
MED6xxx	Major Project - Dissertation	40
MED6xxx	MED6xxx Major Project - Hybrid	40
MED6xxx	MED6xxx Major Project - Production	40

In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MED6174	Media Activism	20
MED6196	Understanding Social Media: Practices, Cultures and Debates	20
MED6210	Digital Futures	20

MED6212	Creative Camera	20
MED6215	Radio Station	20
EGL6155	Audio Drama and Podcast Writing	20
MED6xxx	Audience and User Experience	20
MED6xxx	Gender, Sexuality and the Body	20
MED6xxx	Race, Media and Culture	20
MED6xxx	Popular Music Narratives	20
MED6xxx	Media Production Company	20
MED6xxx	Communication in Action	20
MED6xxx	Feature Writing for News Media	20

15b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core modules: MED4xxx Understanding Media Texts, Industries and Audiences (20 credits) MED4xxx Sports Journalism Landscapes (20 credits) MED4xxx Introduction to Sport Journalism Techniques (20 credits)	Core modules: MED4xxx Investigating Media Texts, Industries and Audiences (20 credits) MED4xxx Digital Reporting (20 credits) MED4xxx Community and Industry Collaboration (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core modules: MED5xxx Media Law in Practice (20 credits) MED5xxx Journalism in Context (20 credits)	Core module: MED5237 Sports PR and Communication Core-option module: ADM5000 Work Placement (20 credits) Or ADM5001 Live Project (20 credits) Or ADM5006 Collaborative Practice (20 credits)
Option module (20 credits). One from: <ul style="list-style-type: none"> • MED5181 Photojournalism • MED5xxx Live Radio Production • MED5196 Television Studio • MED5164 Comedy in the Media and Popular Culture • MED5168 Fandoms and Subcultures • MED5xxx Media and Environment • MED5xxx Graphic Design • MED5xxx PR Campaign Planning • MED5202 Creating Compelling Content 	Option module (20 credits). One from: <ul style="list-style-type: none"> • MED5230 Commercial Photography • MED5159 Bi-Media Drama • MED5234 Emotion, Media and Culture • MED5xxx Television From Small Screens to Smart Screens • MED5219 Radio Documentary and Podcast Production • MED5xxx Disruptive Publishing • MED5xxx Exploring PR, social media and influencers • MED5xxx Live Music and Media • MED5217 Digital Storytelling

Level 6

SEMESTER ONE	SEMESTER TWO
Core modules: MED6220 The Sports Industry (20 credits) MED6xxx Major Project Preparation (20 credits)	Core-option module: MED6xxx Major Project - Dissertation (40 credits) Or MED6xxx Major Project - Hybrid (40 credits) Or MED6xxx Major Project - Production (40 credits)
Option module (20 credits). One from: <ul style="list-style-type: none"> • MED6xxx Feature Writing for News Media • MED6215 Radio Station • MED6xxx Media Production Company • MED6xxx Gender, Sexuality and the Body • MED6xxx Popular Music Narratives • MED6196 Understanding Social Media: Practices, Cultures and Debates 	Option module (20 credits). One from: <ul style="list-style-type: none"> • MED6210 Digital Futures • MED6174 Media Activism • MED6xxx Race, Media and Culture • MED6xxx Audience and User Experience • MED6212 Creative Camera • MED6xxx Communication in Action • EGL6155 Audio Drama and Podcast Writing

Professional Placement Year (Optional):

Students on the Professional Placement Year version of this course will undertake their placement after their second year of study. They will then return to complete their third year as indicated above.

16	Overall Student Workload and Balance of Assessment
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Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	720
Private Study	264
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%

Level 5

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	730
Private Study	260
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%

Level 6

Workload

13% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150
Directed Learning	714
Private Study	336
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	83%
Exam	0%
In-Person	17%