University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Media, Technology and Communication in Sport					
Module Code	UISV43-15-3		Level	3	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No	
Owning Faculty	Hartpury		Field	Sport Science		
Department	Sport		Module Type	Standard		
Contributes towards	BA (Hons) Equine Business Management BA (Hons) Equine Business Management (SW) BA (Hons) Sport Business Management BSc (Hons) Sports Coaching BSc (Hons) Sports Performance BSc (Hons) Sports Studies (Top- Up)					
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	None		
Valid From	01 September 2015		Valid to	01 September 2021		

CAP Approval Date	12 January 2015

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Critically appraise the impact of social media, in relation to fan-generated content, as a complex communication tool for sports organisations. (A, B) 2. Critically evaluate the range of communication platforms available for key sports stakeholders and analyse how these can be used to investigate fan behaviour. (A) 3. Critically discuss the development and impact of television rights as a significant income stream and the unique relationships between sport and the media. (B) 4. Appreciate the challenges of integrating various forms of technology within sport to develop and enhance the viewing experience. (B) 5. Critically analyse how sport, celebrity and reputation management have become central concepts within "new" media. (B)
Syllabus Outline	• Innovations with sports technology • Social media and the fan experience

	• The social media mix • Developments within the television rights market • Communication platforms within sport • Understanding fan behaviour • Reputation and crisis management
Contact Hours	Indicative delivery modes: • Lectures, guided learning, seminars, tutorials 33 • Self-directed study 3 • Independent learning 114 TOTAL 150
Teaching and Learning Methods	This module is delivered using large group learning sessions and opportunities for small group work. Additionally essential and recommended reading and exercises will be introduced to guide the students through the core syllabus. **Scheduled Learning** includes lectures, seminars, tutorials, assessment supervision, external visits; guest lectures **Independent Learning** includes hours engaged with essential reading, case study preparation, assessment preparation and completion. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make. **Virtual Learning Environment (VLE)** is an online resource where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

	Total assessment of the module:					
	Written exam assessment percentage				0%	
	Coursework assessment percentage				100%	
	Practical exam assessment percentage				0%	
					100%	

Reading Strategy	**Essential readings** Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out. **Further readings** Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature. **Access and skills** Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.
Indicative Reading List	The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide Books Billings, A. and Hardin, M. (Current Edition) *Routledge Handbook of Sport and New Media.* Oxon: Routledge. Hutchings, B. and Rowe, D. (Current Edition) *Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport.* Oxon: Routledge. Masteralexis, L.P., Barr, C.A, and Hums, M.A. (Current Edition) *Principles and Practice of Sport Management.* London: Jones & Bartlett. Trenberth, L. and Hassan, D. (Current Edition) *Managing Sport Business.* Oxon: Routledge. Journals European Association of Sport Management. Journal of Broadcasting & Electronic Media Journal of Communication Management International Journal of Sport Management and Marketing. Sport Business & Management: An International Journal. Sport Management Review.

	Websites
	Sports Management http://www.sportsmanagement.co.uk
	BBC News the Business of Sport http://www.bbc.co.uk/news/business/business_of_sport
	The Sport Business Group http://www.sportbusiness.com

Part 3: Assessment	
Assessment Strategy	Component A is a communication project that will allow students to construct an integrated social media campaign based on a sport organisation of the student's choosing. This will focus the student's attention on creating fan-generated content across multiple platforms evidenced by in-depth reviews of related existing approaches.

Component B will allow students to analyse the effectiveness of their communication plan evidenced by existing theoretical frameworks and academic research linked to the fan experience.

In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE. |

Identify final assessment component and element	Integrated Communications Project		
		A:	**B:**
% weighting between components A and B (Standard modules only)		**50%**	**50%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Integrated Communications Project (equivalent to 1500 words)	100%
Component B **Description of each element**	**Element weighting (as % of component)**
1. Written Assignment (1000 words)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Integrated Communications Project (equivalent to 1500 words)	100%
Component B **Description of each element**	**Element weighting (as % of component)**
1. Written Assignment (1000 words)	100%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	