

DISCLAIMER: The course outline below serves as a general informational guide for students. Course content and assessment modes may vary for different lecturers. Actual course outlines will be made known to students on NTULearn by the individual lecturers. DO NOT purchase textbooks based on the information contained in this document.

SS3614 Sport Media and Communication

[Lectures: 36 hours; Pre-requisites: None; Academic Unit: 3.0]

Learning Objective

The course reflects the inter-relationships between sport and media in current society. It also focuses on developing an understanding of how to effectively integrate technology to improve sport organizations performance related to promoting, marketing and managing sport business. Students will get opportunities to examine the increasing influence of digital technology and media on the sport industry with various platforms including the Internet and social media.

Content

- An overview of the organizations involved in the sport communication field
- Understanding the fundamental principles regarding to public relations and media analysis
- Understanding effective and compelling arguments in sport communications
- Development of effective crisis communication strategies
- Understanding history and characteristics of traditional and trendy broadcasting mediums
- Understanding a combination of public relations, marketing, and promoting the sport industry

Course Outline

S/N	Topic	Lecture Hours
1	Conceptual, strategic, and technical understanding of the business of sport communications	12
2	Effective Crisis Communication	9
3	Historical & Contemporary issues in Sport communication	6
4	PRs, Marketing, and promoting	9

Learning Outcome

By the end of this course, students will:

- establish introductory knowledge of the business of sport and media
- be able to understand distinguish differences in various sport events with respect to media coverage
- be able to understand fundamentals of the historical/contemporary issues in sport media professions.
- be able to understand the importance and effective crisis communication strategies
- Identify, analyze, and discuss ethical issues faced in sport media

Student Assessment

Students will be assessed by:

- a. Final 2.5-hour written examination (50%)
- b. Continuous assessment (50%)
 - i) **Professional Qualities.** Students will be requested their professional qualities including class participation, attitude, co-operation and passion to all activities during the course. (10%)

- ii) **Assignment.** Students are required to work on assignments and other projects to demonstrate their understanding of foundation and application of sport media and communication issues. (40%)

Textbooks/References

- a. McNary, E., & Petersen, P. M. (2010). Social cognitive theory and mass communications: A content analysis of youth publicity. Mauritius:VDM Verlag.
- b. Petersen, P. M. (2015). Routledge handbook of sport communication. London, UK:Routledge.
- c. Petersen, P. M., Miloch, K. S., & Laucella, P. (2007). Strategic sport communication, Cahmpaign, IL: Human Kinetics.