

Bachelor of Sports Media (689AA.5)

Please note these are the 2017 details for this course

Domestic students

Selection rank	68.00
	Note: The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.
Delivery mode	On campus
Location	
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.
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[View UC's academic entry requirements](#)

Delivery mode	On campus
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Location	
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Duration	3.0 years
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Faculty	Faculty of Arts and Design
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Discipline	School of Arts and Communications
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CRICOS code	046610E
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English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences
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About this course

Be there when records are broken and tell the world

Do you want to be there to tell the story when sports history is created?

With digital technology making sports media more accessible than ever before, there's no better time than now for you to tell the stories of sporting achievement.

The Bachelor of Sports Media at the University of Canberra will arm you with a range of skills and knowledge that will form the bedrock for your career in sports media.

This course will train you to become a working professional in print, radio, television and online journalism.

Study a Bachelor of Sports Media at UC and you will:

- learn the essential skills of a professional sports journalist
- understand the moral and ethical implications of sports coverage
- gain a stronger awareness of the many delivery platforms
- experience regular and critical practice in sports reporting.
- gain a clear insight into media practice across a range of professional and amateur sports

- develop a working knowledge and appreciation of the skills that achieve excellence in sports coverage.

Work Integrated Learning

All students are encouraged to apply for numerous sports internships with our professional sports partners in NRL, Super Rugby, W-League and WNBL. Completing an internship is an invaluable opportunity to gain practical experience and form strong relationships within industry before graduating.

Career opportunities

- professional and community sports organisations
- newspapers
- magazines
- radio
- television
- online

Professional accreditation

None.

Admission requirements

Normal UC requirements for admission to an undergraduate course.

Assumed knowledge

ACT: History major. NSW: Modern or Ancient History. Students completing Year 12 would be best prepared by emphasising courses in English composition and literature, history, art, media, psychology, public speaking and social sciences, including economics and graphics. Students need a keen interest in local, regional, national and international news and current affairs.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

Course requirements

Bachelor of Sports Media (689AA) | 72 credit points

Required - 69 credit points as follows

[Expand All](#) | [Collapse All](#)

Major in Sports Media (Restricted) (MJ0114) | 18 credit points

Restricted Choice - Must pass 18 credit points from the following

- Sports Journalism 1 (7142) | 3 credit points — Level 2
- Sports Journalism 2 (7143) | 3 credit points — Level 3
- Contemporary Issues in Sport (7983) | 3 credit points — Level 2
- Sport Business (9367) | 3 credit points — Level 3
- Sport Event and Venue Management (9371) | 3 credit points — Level 3
- Sport Management and Development (9372) | 3 credit points — Level 1

Major in Journalism (MJ0217) | 18 credit points

Required - Must pass 15 credit points as follows

- Introduction to Journalism (5565) | 3 credit points — Level 1
- Audio Journalism (9019) | 3 credit points — Level 2
- Newsroom (9028) | 3 credit points — Level 3
- Video Journalism (9036) | 3 credit points — Level 2
- Long Form and Investigative Journalism (9309) | 3 credit points — Level 3

Restricted Choice - Must pass 3 credit points from the following

- Reporting (5572) | 3 credit points — Level 1
- Mobile Reporting (9923) | 3 credit points — Level 1

Required Units - Must pass 33 credit points as follows

- Communication and Media Research (7003) | 3 credit points — Level 2
- Editing Sound and Image (8120) | 3 credit points — Level 1
- Introduction to Media Production (8121) | 3 credit points — Level 1
- Sports Media Internship (part A) (8395) | 0 credit points — Level 3
- Sports Media Internship (part B) (8396) | 6 credit points — Level 3
- Introduction to Communication (9023) | 3 credit points — Level 1
- Web Design and Production (9292) | 3 credit points — Level 1
- Journalism and Society (9303) | 3 credit points — Level 2
- Sport Marketing (9373) | 3 credit points — Level 3
- Law of Communication (9424) | 3 credit points — Level 2

Open Electives - 3 credit points as follows

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 3 credit points from anywhere in the University.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

[Introduction to Communication \(9023\)](#)

[Introduction to Journalism \(5565\)](#)

[Introduction to Media Production \(8121\)](#)

[Sport Management and Development \(9372\)](#)

Semester 2

[Contemporary Issues in Sport \(7983\)](#)

[Editing Sound and Image \(8120\)](#)

[Reporting \(5572\)](#)

Open Elective Unit

Year 2

Semester 1

[Audio Journalism \(9019\)](#)

[Communication and Media Research \(7003\)](#)

[Journalism and Society \(9303\)](#)

[Sports Journalism 1 \(7142\)](#)

Semester 2

[Law of Communication \(9424\)](#)

[Sport Business \(9367\)](#)

[Video Journalism \(9036\)](#)

Year 3

Semester 1

[Long Form and Investigative Journalism \(9309\)](#)

[Newsroom \(9028\)](#)

[Sport Marketing \(9373\)](#)

[Sports Media Internship \(part A\) \(8395\)](#)

Semester 2

[Sport Event and Venue Management \(9371\)](#)

[Sports Journalism 2 \(7143\)](#)

[Sports Media Internship \(part B\) \(8396\)](#)

[Web Design and Production \(9292\)](#)

Course information

Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

Learning outcomes

Learning outcomes	Related graduate attributes
4. Develop analytical and critical thinking skills, and apply them to journalistic practice and to analysis of sport.	As above.
10. Develop generic communication and personal presentation skills to equip graduates for success in professional life.	As above.
2. Demonstrate production and presentation techniques in broadcast, print and online environments to the sports media industry standard.	As above.
9. Experience in a professional sports journalism or media environment through a compulsory internship that will both reinforce skills and approaches learnt in a	As above.

classroom and make explicit for students the gaps ¿ for good and for ill ¿ between what is learnt in a classroom and what is experienced in a newsroom.

3. Demonstrate an ability to apply the journalistic and communication theories which underpin journalism practice in general and sports journalism practice in particular.

As above.

5. An understanding of the theoretical principles of communication in society.

As above.

8. Understand and apply the legal and ethical principles of contemporary sports journalism, including in the processes of researching news and presenting it in various forms across various media.

As above.

1. Produce a range of content to sports media industry standards, which includes developing the ability to initiate story ideas as well as respond to material provided by news sources. It also includes learning how to gather material, sift and sorts its newsworthiness, verify its accuracy and choose from a range of modes of presentation.

1. Communication

The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries

2. Analysis and inquiry

The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way

3. Problem solving

The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions

4. Working independently and with others

The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to work collaboratively

5. Professionalism and social responsibility

The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment

6. Understand and apply media research methods to the sports media industry.

As above.

7. Understanding of the role of the media and of sport in society and the impact of sports journalism on public debate. In particular, understand the rapid changes currently occurring in the media industries, especially in sport.

As above.

Majors

- [Major in Journalism \(MJ0217\)](#)
- [Major in Sports Media \(Restricted\) \(MJ0114\)](#)

Awards

Award	Official abbreviation
Bachelor of Sports Media	B SportsMedia

Honours

High performing students may be eligible to enrol in the Bachelor of Sports Studies (Honours) course.

Alternative exits

837AA Bachelor of Sports Media/Bachelor of Laws

Enquiries

Student category	Contact details
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	Email FAD.Student@canberra.edu.au or Phone 1300 301 727

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.