

Bachelor of Communication and Media (Sports Media) (ARB104.1)

Please note these are the 2021 details for this course

Domestic students

Selection rank 60

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.

English language requirements

An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

Duration 3.0 years

UAC code 362430

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

Location UC - Canberra, Bruce

Fees 2022: Commonwealth Supported Place
2021: Commonwealth Supported Place

Disclaimer:

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

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](#).

[View UC's academic entry requirements](#)

English language requirements

An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code

095569F

Faculty

Faculty of Arts and Design

Discipline

School of Arts and Communications

Location

UC - Canberra, Bruce

Duration

3.0 years

Fees

2022: \$30,000 per year

2021: \$28,000 per year

Disclaimer:

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found [here](#).

About this course

Give your media dream a sporting chance

If you love sports and telling stories in equal measure, then UC's Bachelor of Communication and Media (Sports Media) is for you. You'll explore the media's role in the reporting of sport and its influence on Australian society and the broader global context.

Throughout this highly practical media course you'll learn how to research, produce and present sports stories in text, visual and audio formats for mobile, online, social, broadcast and print media. You'll also report on 'live' sporting events that often captivate the nation and the world, interview elite athletes and coaches, and host your own podcast and TV panel show.

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

- evaluate the public interest and cultural importance of sports journalism
- produce insightful and engaging reporting that demonstrates an understanding of the Australian and global sporting landscape
- instinctively adapt sports journalism concepts and skills to diverse media and corporate environments
- critically apply knowledge and judgement in the production of multimedia sports content in fast-paced environments.

Work Integrated Learning

Exclusive Work Integrated Learning opportunities exist thanks to the course's distinctive location in Canberra and relationships with professional

sporting clubs and organisations. You'll undertake a compulsory six-month internship as both a digital media producer for a sporting organisation, and as a sports journalist in a media newsroom. Previous internship hosts have included the Canberra Times, Canberra Raiders, ACT Brumbies, Capital Football, Basketball ACT, Fox Sports, Cricket ACT and AFL Canberra.

You'll graduate career-ready with an exceptional portfolio of published work, including news stories, videos, podcasts, photography and even your own website. Past sports media graduates have found employment with companies including FIFA, Swimming Australia, ABC Grandstand, ABC TV news, Cricket Australia, Sky Sports, Cycling Australia, Fairfax Media and Netball Australia, among many others.

Career opportunities

- Sports journalist (newspaper, magazine, radio, television and online)
- Digital media producer
- Sports communications officer
- Sports marketing officer
- Sports editor
- Media adviser

Course-specific information

We offer a range of short and longer term international study and internship opportunities which count as credit towards your degree.

If you're interested in pursuing a career in research, we provide a clear pathway to the Master of Communication degree.

Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry>

Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2021	UC - Canberra, Bruce	Semester 1	08 February 2021	✓	✓
2021	UC - Canberra, Bruce	Winter Term	01 June 2021	✓	
2021	UC - Canberra, Bruce	Semester 2	02 August 2021	✓	✓
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Winter Term	30 May 2022	✓	

2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Winter Term	30 May 2023	✓	
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Winter Term	27 May 2024	✓	
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(22457\)](#)

[Certificate IV \(Any Completed NRTO Cert IV\) \(22431\)](#)

University Of Canberra College

[Diploma of Communication \(20213\)](#)

Course requirements

Bachelor of Communication and Media (Sports Media) (ARB104) | 72 credit points

Required - 48 credit points as follows

Core Major in Communication and Media (CM0002) | 24 credit points

Required - Must pass 24 credit points as follows

[Professional Orientation \(Communication and Media\) \(10335\) | 3 credit points – Level 1](#)

[Professional Practice 1: Work Integrated Learning \(11017\) | 3 credit points – Level 2](#)

[Professional Practice 2: Work Integrated Learning \(11018\) | 3 credit points – Level 3](#)

[The Art and Power of Communication \(11079\) | 3 credit points – Level 1](#)

[Digital Media Fundamentals \(11080\) | 3 credit points – Level 1](#)

[Producing Credible Communication \(11081\) | 3 credit points – Level 1](#)

[Engaging Audiences \(11082\) | 3 credit points – Level 1](#)

[Professional Evidence \(Communication and Media\) \(11083\) | 3 credit points – Level 3](#)

Specialist Major in Sports Media (SM0009) | 24 credit points

Required - Must pass 24 credit points as follows

[In-Depth: Feature and Specialist Writing \(11087\) | 3 credit points – Level 3](#)

[Data Journalism \(11088\) | 3 credit points – Level 2](#)

[Video Live \(11089\) | 3 credit points – Level 2](#)

Newsfeed (11090) | 3 credit points – Level 3

Game On: Sports Journalism Foundations (11092) | 3 credit points – Level 1

Sideline Eye: Sports Reporting (11093) | 3 credit points – Level 1

Live and Exclusive: Sports Broadcasting (11094) | 3 credit points – Level 2

The Sports Journalist: Ethical, Lawful and Professional (11095) | 3 credit points – Level 3

Open Electives - 24 credit points as follows

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

In addition to course requirements, in order to successfully complete your course you may need to 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

Digital Media Fundamentals (11080)

Game On: Sports Journalism Foundations (11092)

Professional Orientation (Communication and Media) (10335) Sideline Eye: Sports Reporting (11093)

The Art and Power of Communication (11079)

Semester 2

Engaging Audiences (11082)

Producing Credible Communication (11081)

Open Elective unit

Year 2

Semester 1

Data Journalism (11088)

Two Open Elective units

Live and Exclusive: Sports Broadcasting (11094)

Semester 2

The Sports Journalist: Ethical, Lawful and Professional (11095)

Video Live (11089)

Open Elective unit

In-Depth: Feature and Specialist Writing (11087)

Year 3

Semester 1

Newsfeed (11090)

Professional Practice 2: Work Integrated Learning (11018)

Two Open Elective units

Semester 2

Professional Evidence (Communication and Media) (11083)

Professional Practice 1: Work Integrated Learning (11017)

Two Open Elective units

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

Engaging Audiences (11082)

Producing Credible Communication (11081)

Professional Orientation (Communication and Media) (10335)

Open Elective unit

Year 2

Semester 1

Digital Media Fundamentals (11080)

Game On: Sports Journalism Foundations (11092)

The Art and Power of Communication (11079)

Open Elective unit

Semester 2

Two Open Elective units

In-Depth: Feature and Specialist Writing (11087)

Sideline Eye: Sports Reporting (11093)

Year 3

Semester 1

Data Journalism (11088)

Live and Exclusive: Sports Broadcasting (11094)

Professional Practice 2: Work Integrated Learning (11018)

Open Elective unit

Semester 2

Professional Practice 1: Work Integrated Learning (11017)

The Sports Journalist: Ethical, Lawful and Professional (11095)

Video Live (11089)

Open Elective unit

Year 4

Semester 1

Two Open Elective units

Newsfeed (11090)

Professional Evidence (Communication and Media) (11083)

Standard Full Time, Winter Term Commencing

Year 1

Semester 2

Engaging Audiences (11082)

Producing Credible Communication (11081)

Professional Orientation (Communication and Media) (10335)

Open Elective unit

Winter Term

Digital Media Fundamentals (11080)

Open Elective unit

Year 2

Semester 1

The Art and Power of Communication (11079)

Semester 2

Open Elective unit

Winter

Term

Two Open Elective units

Game On: Sports Journalism Foundations (11092)

Sideline Eye: Sports Reporting (11093)

The Sports Journalist: Ethical, Lawful and Professional (11095)

Video Live (11089)

Two

Open

Elective

units

Year 3

Semester 1

Data Journalism (11088)

Live and Exclusive: Sports Broadcasting (11094)

Newsfeed (11090)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Professional Evidence (Communication and Media) (11083)

Open Elective unit

In-Depth: Feature and Specialist Writing (11087)

Professional Practice 1: Work Integrated Learning (11017)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
Evaluate the public interest and cultural importance of sports journalism.	<p>2. UC graduates are global citizens:</p> <p>2.1 Think globally about issues in their profession;</p> <p>2.2 Adopt an informed and balanced approach across professional and international boundaries;</p> <p>2.3 Understand issues in their profession from the perspective of other cultures;</p> <p>2.4 Communicate effectively in diverse cultural and social settings;</p> <p>2.5 Make creative use of technology in their learning and professional lives; and</p> <p>2.6 Behave ethically and sustainably in their professional and personal lives.</p>

Produce insightful and engaging reporting that demonstrates an understanding of the Australian and global sporting landscape.

2. UC graduates are global citizens:

2.1 Think globally about issues in their profession;

2.2 Adopt an informed and balanced approach across professional and international boundaries;

2.3 Understand issues in their profession from the perspective of

other cultures;

2.4 Communicate effectively in diverse cultural and social settings;

2.5 Make creative use of technology in their learning and professional lives; and

2.6 Behave ethically and sustainably in their professional and personal lives.

3. UC graduates are lifelong learners:

3.1 Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

3.2 Be self-aware;

3.3 Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and

3.4 Evaluate and adopt new technology.

Reflexively adapt sports journalism concepts and skills to diverse media and corporate environments.

1. UC graduates are professional:

1.1 Employ up-to-date and relevant knowledge and skills;

1.2 Communicate effectively;

1.3 Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

1.4 Work collaboratively as part of a team, negotiate, and resolve conflict;

1.5 Display initiative and drive, and use their organisational skills to plan and manage their workload; and

1.6 Take pride in their professional and personal integrity.

2. UC graduates are global citizens:

2.1 Think globally about issues in their profession;

2.2 Adopt an informed and balanced approach across professional and international boundaries;

2.3 Understand issues in their profession from the perspective of other cultures;

2.4 Communicate effectively in diverse cultural and social settings;

2.5 Make creative use of technology in their learning and professional

lives; and

2.6 Behave ethically and sustainably in their professional and personal lives.

Critically apply knowledge and judgment in the production of multi-media sports content in fast-paced environments.

1. UC graduates are professional:

1.1 Employ up-to-date and relevant knowledge and skills;

1.2 Communicate effectively;

1.3 Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

1.4 Work collaboratively as part of a team, negotiate, and resolve conflict;

1.5 Display initiative and drive, and use their organisational skills to plan and manage their workload; and

1.6 Take pride in their professional and personal integrity.

3. UC graduates are lifelong learners:

3.1 Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

3.2 Be self-aware;

3.3 Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and

3.4 Evaluate and adopt new technology.

Majors

- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)

Awards

Award	Official abbreviation
Bachelor of Communication and Media (Sports Media)	BComm&Media (SportsMedia)

Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
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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

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ABN 81 633 873 422

CRICOS 00212K

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.