

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

Please note these are the 2022 details for this course

## Domestic students

|                               |  |
|-------------------------------|--|
| Selection rank                | 60<br><b>Note:</b><br>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                      | Bruce, Canberra  |
| Duration                      | 3.0 years  |
| Faculty                       | Faculty of Arts and Design   |
| Discipline                    | School of Arts and Communications  |
| UAC code                      | 362430   |
| English language requirements | An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).<br><a href="#">View IELTS equivalences</a>   |

## International students

|                                      |  |
|--------------------------------------|--|
| <b>Academic entry requirements</b>   | <p>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 <a href="#">academic entry requirements page</a>.</p> <p><a href="#">View UC's academic entry requirements</a></p> |
| <b>Delivery mode</b>                 | On campus  |
| <b>Location</b>                      | Bruce, Canberra  |
| <b>Duration</b>                      | 3.0 years  |
| <b>Faculty</b>                       | Faculty of Arts and Design   |
| <b>Discipline</b>                    | School of Arts and Communications  |
| <b>CRICOS code</b>                   | 095569F  |
| <b>English language requirements</b> | <p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p><a href="#">View IELTS equivalences</a></p>  |

# 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

This course is not open for new admissions.

## Credit arrangements

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

University Of Canberra College

[Diploma of Communication \(31004\)](#)

# Course requirements

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

**Required - 48 credit points as follows**

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

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

**Required - Must pass 18 credit points as follows**

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

[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](#)

**Restricted Choice - Must pass 6 credit points from the following**

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

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

[Professional Practice Internship \(11575\) | 6 credit points — Level 3](#)

[Professional Practice \(Internships A\) \(11829\) | 3 credit points — Level 2](#)

[Professional Practice \(Specialist Skills\) \(11830\) | 3 credit points — Level 2](#)

[Professional Practice \(Internships B\) \(11832\) | 3 credit points — Level 3](#)

[Professional Practice \(Industry and Creative Projects\) \(11833\) | 3 credit points — Level 3](#)

[Professional Practice \(Internships A\) \(12144\) | 3 credit points — Level 3](#)

Note:

- 1. From 2022 11017 Professional Practice 1: Work Integrated Learning and 11018 Professional Practice 2: Work Integrated Learning are no longer offered.

- 2. From 2025, unit 12144 Professional Practice (Internships A) replaces unit 11829 Professional Practice (Internships A)
- 3. Students in the Bachelor of Communication and Media (Sports Media) must complete one of 11575 or 12144 and 11832.
- 4. Students in the Bachelor of Communication (Journalism) must complete 11830 and can then choose their final Professional Practice unit.
- 5. All other students must select two units from 12144, 11830, 11832 and 11833. Please email FAD.student@canberra.edu.au and request a personalised course plan if you are not sure.

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

### **Required - Must pass 15 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](#)

[Sideline Eye: Sports Reporting \(11093\) | 3 credit points – Level 1](#)

### **Restricted Choice - Must pass 9 credit points as follows**

#### **Part A - Must pass 3 credit points from the following**

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

[Game On: Sports Media Foundations \(11932\) | 3 credit points – Level 1](#)

Note:

- From S2 2023 unit 11092 Game On: Sports Journalism Foundations has been replaced with 11932 Game On: Sports Media Foundations.

#### **Part B - Must pass 3 credit points from the following**

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

[Sports Broadcasting \(11933\) | 3 credit points – Level 2](#)

Note:

- From S2 2023 unit 11094 Live and Exclusive: Sports Broadcasting has been replaced with 11933 Sports Broadcasting.

#### **Part C - Must pass 3 credit points from the following**

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

[Sports Media and Society \(11934\) | 3 credit points – Level 3](#)

Note:

- From S2 2023 unit 11095 The Sports Journalist: Ethical, Lawful and Professional has been replaced with 11934 Sports Media and Society.

**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 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**

[Digital Media Fundamentals \(11080\)](#)

[Game On: Sports Media Foundations \(11932\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

[The Art and Power of Communication \(11079\)](#)

**Semester 2**

[Engaging Audiences \(11082\)](#)

[Producing Credible Communication \(11081\)](#)

[Sideline Eye: Sports Reporting \(11093\)](#)

Open Elective unit

**Year 2**

**Semester 1**

[Data Journalism \(11088\)](#)

[Sports Broadcasting \(11933\)](#)

Two Open Elective units

**Semester 2**

[In-Depth: Feature and Specialist Writing \(11087\)](#)

[Sports Media and Society \(11934\)](#)

[Video Live \(11089\)](#)

Open Elective unit

**Year 3**

**Semester 1**

[Newsfeed \(11090\)](#)

[Professional Practice Internship \(11575\)](#)

Open Elective unit

**Semester 2**

[Professional Evidence \(Communication and Media\) \(11083\)](#)

Three Open Elective units

## Standard Full Time, Semester 2 Commencing

**Year 1**

**Semester 2**

[Engaging Audiences \(11082\)](#)

[Producing Credible Communication \(11081\)](#)

Two Open Elective units

**Year 2**

**Semester 1**

[Digital Media Fundamentals \(11080\)](#)

[Game On: Sports Media Foundations \(11932\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

[The Art and Power of Communication \(11079\)](#)

**Semester 2**

[In-Depth: Feature and Specialist Writing \(11087\)](#)

[Sideline Eye: Sports Reporting \(11093\)](#)

Two Open Elective units

### **Year 3**

#### **Semester 1**

[Data Journalism \(11088\)](#)

[Professional Practice Internship \(11575\)](#)

[Sports Broadcasting \(11933\)](#)

#### **Semester 2**

[Professional Evidence \(Communication and Media\) \(11083\)](#)

[Sports Media and Society \(11934\)](#)

[Video Live \(11089\)](#)

Open Elective unit

### **Year 4**

#### **Semester 1**

[Newsfeed \(11090\)](#)

Three Open Elective units

## 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**



[Data Journalism \(11088\)](#)

[Game On: Sports Journalism Foundations \(11092\)](#)

[The Art and Power of Communication \(11079\)](#)

Open Elective unit

#### **Semester 2**

[Sideline Eye: Sports Reporting \(11093\)](#)

[The Sports Journalist: Ethical, Lawful and Professional \(11095\)](#)

[Video Live \(11089\)](#)

Open Elective unit

#### **Winter Term**

Two Open Elective units

### **Year 3**

#### **Semester 1**

[Live and Exclusive: Sports Broadcasting \(11094\)](#)

[Newsfeed \(11090\)](#)

[Professional Practice Internship \(11575\)](#)

#### **Semester 2**

[In-Depth: Feature and Specialist Writing \(11087\)](#)

[Professional Evidence \(Communication and Media\) \(11083\)](#)

Two Open Elective units

# Course information

## Course duration

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

## Learning outcomes

| Learning outcomes   | Related graduate attributes       |
|---|-----------------------------------|
| Critically apply knowledge and judgment in the production of multi-media sports content in fast-paced environments. | 1. UC graduates are professional: |

|  |  |
|--|--|
|  | <p>1.1 Employ up-to-date and relevant knowledge and skills;</p> <p>1.2 Communicate effectively;</p> <p>1.3 Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;</p> <p>1.4 Work collaboratively as part of a team, negotiate, and resolve conflict;</p> <p>1.5 Display initiative and drive, and use their organisational skills to plan and manage their workload; and</p> <p>1.6 Take pride in their professional and personal integrity.</p> <p>3. UC graduates are lifelong learners:</p> <p>3.1 Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;</p> <p>3.2 Be self-aware;</p> <p>3.3 Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and</p> <p>3.4 Evaluate and adopt new technology.</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

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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;

|  |  |
|--|--|
|  | <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> |
|--|--|

Evaluate the public interest and cultural importance of sports journalism.

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.

## 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) |

## Enquiries

| Student category                    | Contact details   |
|-------------------------------------|---|
| Prospective Domestic Students:      | Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)     |
| Current and Commencing Students:    | Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727        |
| Prospective International Students: | Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342 |

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

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.