

# Bachelor of Communication and Media (Sports Media) (ARB104.2)

Please note these are the 2024 details for this course

## Domestic students

Selection rank	60 <b>Note:</b> 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). <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
- Sports commentator

## 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
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Winter Term	26 May 2025	✓	
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Winter Term	08 June 2026	✓	
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓

## Credit arrangements

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

### Other Australian Tafe

[Certificate IV \(Any Completed NRTO Cert IV \) \(31684\)](#)

# 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](mailto: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 24 credit points as follows

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

Game On: Sports Media Foundations (11932) | 3 credit points — Level 1

Sports Broadcasting (11933) | 3 credit points — Level 2

Sports Media and Society (11934) | 3 credit points — Level 3

Streaming and Social (12026) | 3 credit points — Level 2

Deep Dives (12028) | 3 credit points — Level 3

Radio and TV (12029) | 3 credit points — Level 2

Editorial Leadership (12031) | 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 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

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

[Streaming and Social \(12026\)](#)

Two Open Elective units

##### Semester 2

[Deep Dives \(12028\)](#)

[Radio and TV \(12029\)](#)

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

Open Elective unit

#### Year 3

##### Semester 1

[Editorial Leadership \(12031\)](#)

[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 \(11081\)](#)

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

Open Elective unit

**Year 2**

**Semester 1**

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

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

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

Open Elective unit

**Semester 2**

[Deep Dives \(12028\)](#)

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

Two Open Elective units

**Year 3**

**Semester 1**

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

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

[Streaming and Social \(12026\)](#)

**Semester 2**

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

[Radio and TV \(12029\)](#)

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

Open Elective unit

**Year 4**

**Semester 1**

[Editorial Leadership \(12031\)](#)

Three Open Elective units

# Course information

## Course duration

Standard 3 years full time or part-time equivalent. Maximum 10 years from date of enrolment to date of course completion.

## 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>



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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;

	<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>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>
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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:

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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.

## Placements requirements

240 Hours for 11575 Professional Practice Internship

## 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)
Prospective International Students:	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Current and Commencing Students:	Email <a href="mailto:FAD.Student@Canberra.edu.au">FAD.Student@Canberra.edu.au</a> 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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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.