



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MSc Sports Journalism

Course Code: MSPOJ

2024/25

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

## Section 1

### MSc Sports Journalism (MSPOJ)

#### Applicant Facing Course Specification for 2024/25 Postgraduate Entrants

Confirmed 01/2024

##### General Information

<b>Award</b>	MSc Sports Journalism
<b>Contained Awards</b>	Postgraduate Diploma in Sports Journalism Postgraduate Certificate in Sports Journalism
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification and Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England.
<b>Course Lengths and Standard Timescales</b>	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:</p> <p>The format is:</p> <ul style="list-style-type: none"><li>• 1 year (full time, campus based)</li><li>• 2 years (part-time, campus based)</li></ul>
<b>Part Time Study</b>	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent.
<b>Location(s) of Delivery</b>	City Campus (some sessions may be delivered online or at Headingley campus, where appropriate)
<b>Entry Requirements</b>	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here:</p> <p><a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a></p>

Admissions enquiries may be directed to:  
[AdmissionsEnquiries@leedsbeckett.ac.uk](mailto:AdmissionsEnquiries@leedsbeckett.ac.uk).

## Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to  
[Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk).

## Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i. The Student Portal (MyBeckett)
- ii. The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

## Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>)

This course adheres to the Academic Principles and Regulations set out by the University. Awards of distinction and merit may also be made to students who meet the following criteria:

### Distinction

The award of a distinction may be made to those students who have attained:

- an average of 70% or more in assessments contributing to the final award.

And/or

- at least half of all taught modules at the level of distinction in assessments contributing to the final award plus a 40-credit dissertation / practical project at distinction.

### Merit

The award of merit may be made to those students who have attained:

- an average of 60% or more in assessments contributing to the final award.

And/or

- at least half of all taught modules at the level of merit in assessments contributing to the final award plus a 40-credit dissertation / practical project at merit or above.

## Key Contacts

<b>Your Course Director</b>	Sean Dodson
<b>Your Academic Advisors</b>	Sean Dodson, Carmen Bruegmann, Taylor Umland
<b>Your Course Administrator</b>	Mark Panter ( <a href="mailto:JournalismAdminPG@leedsbeckett.ac.uk">JournalismAdminPG@leedsbeckett.ac.uk</a> )

## Sandwich or Other 'In Year' Work Placement Information

### Summary

Students are required to plan for at least 15 days of work experience while studying the L7 Professional Journalism Development module. The module is geared towards helping students gain a foothold in the media industry. Students can take the option of working entire weeks (Monday to Friday), to work a single day a week for 15 weeks, or a bespoke mix. Each student will develop a personal experience plan with their tutor and help will be given with finding opportunities through a series of "industry masterclasses".

### Length

3 weeks (placement secured by the student, although support in finding and arranging the placement is offered by the course team)

### Location

UK wide, embedded in a media organisation (such as a newspaper, news website, press office, etc.)

## Professional Accreditation or Recognition Associated with the Course

<b>Professional Body</b>	N/A
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## Course Overview

### Aims

The aims of the programme are:

1. To prepare students for a successful career in sports journalism, through networking opportunities, mentorship, and exposure to industry professionals, to enable students to work collaboratively and effectively in teams, and to develop leadership skills relevant to the sports media industry.
2. To develop students' journalistic skills, including researching, writing, editing, and producing multimedia content, to enable them to report on sports events in a variety of formats and to provide students with practical experience of working in a sports newsroom or media organisation, and to prepare them for the demands of the industry.
3. To foster an understanding of the ethical and legal considerations in sports journalism and how to navigate these issues in practice.
4. To encourage students to critically evaluate the role of sports journalism in society and its impact on culture, politics, and the economy.
5. To develop students' skills in data journalism and analysis, and the use of statistical tools to enhance sports reporting and storytelling.
6. To encourage students to engage with audiences through social media and other digital platforms, and to understand the importance of building a personal brand as a sports journalist.

## Course Learning Outcomes

At the end of the course, students will be able to:

No.	Learning Outcome
1	Develop a comprehensive understanding of the techniques applicable to researching and reporting on sports events, players, and teams in a clear, concise, and engaging manner.
2	Demonstrate a critical awareness and systematic evaluation of knowledge of the ethical and legal considerations in sports journalism.
3	Demonstrate originality in the application of multimedia content together with a practical understanding of how such knowledge is used to create and interpret a range of sports media artefacts and storytelling.
4	Evidence analytical writing skills, including the ability to create articles of publication standard, features, and analysis pieces for print, digital, and broadcast media.
5	Deal with complex issues pertaining to the production of journalism both systematically and creatively, make sound judgements in the absence of complete data, and communicate conclusions clearly to specialist and non-specialist audiences in a fast-paced, deadline-driven environment, and produce high-quality sports journalism on a regular basis.
6	Capture critical and evidence-based examples of interviewing skills with athletes, coaches, and other stakeholders in the sports industry, and use these skills to produce informative and insightful content.
7	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
8	Develop a critical understanding of the business side of sports including media rights, sponsorship, and marketing, and how it impacts sports journalism. Students will be able to continue to advance their knowledge and understanding of the global nature of sports and the importance of cultural sensitivity in reporting on sports events and athletes from different backgrounds.
9	Show originality in the acquisition and critical interpretation of knowledge and be able to apply them to a range of methodological and/or practical tasks relating to the sports media industry and its social and political context. And to demonstrate, moreover, independent learning ability required for continuing professional development

## Teaching and Learning Activities

### Summary

Students on MSc Sports Journalism at Leeds Beckett can expect to learn through a combination of lectures, seminars, practical workshops, and guest speakers from the sports media industry. They will be expected to engage actively in class discussions and group work, and to develop critical thinking and analytical skills through a range of assignments, including practical projects (such as news reports and feature articles), multimedia projects and academic research papers.

In terms of academic support, students can expect to receive individual feedback from tutors and lecturers on their work, and to have access to academic resources, including a fully equipped newsroom and television and radio studios. They may also work with mentors from the sports media industry, who can provide guidance and advice on career development.

Skills delivery will be a key aspect of the course, with students learning to develop their journalistic skills, including research, writing, and multimedia production. They will also develop an understanding of data analysis and visualisation, social media engagement, and other key skills relevant to the sports media industry.

Students will be expected to undertake independent study to prepare for class discussions, complete assignments, and develop their own research projects. This will involve reading academic texts and industry publications (such as company annual reports), conducting interviews with athletes and other stakeholders, and staying up to date with current events and trends in the sports and news spheres. They will, moreover, be expected to take initiative in seeking out opportunities for work experience and networking within the industry.

Overall, students on MSc Sports Journalism can expect to be challenged academically, and to develop a range of skills that will prepare them for a successful career in the sports media. They will be supported by academic staff and industry experts but will also need to take responsibility for their own learning and personal development through independent study and engagement with the wider industry.

### Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

<b>Level 7 (Full Time)</b>			
<b>Trimester 1 (Sept-Jan)</b>	<b>Core (Y/N)</b>	<b>Trimester 2 (Jan-May)</b>	<b>Core (Y/N)</b>
Reporting (15 credits)	Y	Feature Writing (15 credits)	Y
Sports Journalism Theory (15 credits)	Y	International Perspectives on Media Law, Ethics & Regulation (15 credits)	Y
Professional Journalism Development (15 credits)	Y	Introduction to Broadcast Media (15 credits)	Y
Introduction to Sports Media (15 credits)	Y	Multimedia Sports Broadcasting (15 credits)	Y
<b>Trimester 3 (May-Sept)</b>	<b>Core (Y/N)</b>		
Sports Documentary (20 credits)	Y		
Journalism Dissertation (40 credits)	N		
Practical Project (40 credits)	N		



Level 7 (Part Time)					
Year 1					
Trimester 1 (Sept-Jan)	Core (Y/N)	Trimester 2 (Jan-May)	Core (Y/N)	Trimester 3 (May-Sept)	Core (Y/N)
Reporting (15 credits)	Y	International Perspectives on Media Law, Ethics & Regulation (15 credits)	Y		
Sports Journalism Theory (15 credits)	Y	Introduction to Broadcast Media (15 credits)	Y		
Introduction to Sports Media (15 credits)	Y	Multimedia Sports Broadcasting (15 credits)	Y		
Year 2					
Trimester 4 (Sept-Jan)	Core (Y/N)	Trimester 5 (Jan-May)	Core (Y/N)	Trimester 6 (May-Sept)	
Professional Journalism Development (15 credits)	Y	Feature Writing (15 credits)	Y		
Sports Documentary (20 credits)					Y
Journalism Dissertation (40 credits)					N
Practical Project (40 credits)					N

## Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director, but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

## Assessment

On this course students will be assessed through a **broadly even mix of portfolio and coursework, with some practical assessments.**

There is a major independent study module which will require either the production of a dissertation of 10,000 words or a practical project of a similar scale.

On this course students will be assessed on a variety of different tasks, including:

- **Written assignments:** Students will be required to write a number of written assignments throughout the course, including essays, reports, and feature articles. These assignments will be assessed on their accuracy, clarity, style, and originality.
- **Practical assessments:** Students will also be required to complete a number of practical assessments, such as producing a sports news bulletin, writing a sports commentary, or editing a sports video. These assessments will be assessed on their technical skills, their ability to meet deadlines, and their creativity.
- **Portfolio:** Students will also be required to compile a portfolio of their work, which will be assessed on its overall quality and its ability to demonstrate the student's skills and knowledge. In addition to the written and practical assessments, students will also be assessed on their ability to produce broadcast-quality content. This may include writing and delivering a sports news bulletin, reporting live from a sporting event, or editing a sports video. Students will be assessed on their ability to use the appropriate language and style for broadcast journalism, as well as their ability to meet deadlines and work under pressure.
- The course may also include exams, which will be assessed on the student's knowledge of the course material.

In addition to the formal assessments, students will also be given regular feedback on their work throughout the course. This feedback will help them to identify areas where they need to improve and to develop their skills and knowledge.

## Workload

The number of hours of workload generally equates to 1800 for Masters programmes, 1200 for PG Diplomas and 600 for PG Certificates, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	
Teaching, Learning and Assessment	285 hours
Independent Study	1255 hours
Placement	60 hours

## **Learning Support**

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

## **Student Services**

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at [studentadvice@leedsbeckett.ac.uk](mailto:studentadvice@leedsbeckett.ac.uk), telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

## **Support and opportunities**

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.