



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Sports Journalism

Course Code: MSPOJ

2026/27

leedsbeckett.ac.uk

Section 1

MSc Sports Journalism (MSPOJ)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed Dec 2025

General Information

Award	MSc Sports Journalism
Contained awards	Postgraduate Diploma in Sports Journalism Postgraduate Certificate in Sports Journalism
Awarding body	Leeds Beckett University
Level of qualification and credits	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England.
Course lengths and standard timescales	<ul style="list-style-type: none">• 12 months (full time, September start, campus based)• 24 months (part time, January start, campus based)
Part time study	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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
Location(s) of delivery	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
Entry requirements	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</p> <p>Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.</p>
Course fees	<p>Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.</p> <p>Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.</p>

Policies, Standards and Regulations

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

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

Professional body

N/A

'In Year' Work Placement Information

Summary

Students are required to plan for at least 10 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.

Placement Delivery

Students can take the option of working entire weeks (Monday to Friday); to work a single day a week for 10 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".

Location

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

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

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.

Key Contacts

Your course director

Sean Dodson

Your course administrator

Mark Panter (JournalismAdminPG@leedsbeckett.ac.uk)

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:

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.

Course Structure (Full time)

Compulsory modules

Module title	Credits	Semester/ teaching period
Reporting	15	1
Sports Journalism Theory	15	1
Professional Journalism Development	15	1
Introduction to Sports Media	15	1
Feature Writing	15	2
International Perspectives on Media Law, Ethics & Regulation	15	2
Introduction to Broadcast Media	15	2
Multimedia Sports Broadcasting	15	2
Sports Documentary	20	2
<i>Number of credits of compulsory modules</i>	140	

Option modules

Module title	Credits	Semester/ teaching period
Journalism Dissertation	40	2
Practical Project	40	2
<i>Number of credits of option modules a student should choose</i>	40	

Course Structure (Part time)

Compulsory modules

Module title	Credits	Semester/ teaching period
Reporting	15	Y1 S1
Sports Journalism Theory	15	Y1 S1
Introduction to Sports Media	15	Y1 S1
International Perspectives on Media Law, Ethics & Regulation	15	Y1 S2
Introduction to Broadcast Media	15	Y1 S2
Multimedia Sports Broadcasting	15	Y1 S2
Professional Journalism Development	15	Y2 S1
Feature Writing	15	Y2 S2
Sports Documentary	20	Y2 YL
<i>Number of credits of compulsory modules</i>	140	

Option modules

Module title	Credits	Semester/ teaching period
Journalism Dissertation	40	Y2 YL
Practical Project	40	Y2 YL
<i>Number of credits of option modules a student should choose</i>	40	

Assessment 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

This course is assessed predominantly by 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.

Workload

The number of hours of workload generally equates to 1800 for a Master's programme, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	Level 7
Teaching, learning and assessment	285 hours
Independent study	1255 hours
Placement	60 hours

