

BUSM 2037 SPORT ENTERTAINMENT

Credit Points 10

Legacy Code 200996

Coordinator Jess Richards ([https://directory.westernsydney.edu.au/search/name/Jess Richards/](https://directory.westernsydney.edu.au/search/name/Jess%20Richards/))

Description Sport is now at the heart of many cultures with sport consumption, in a variety of forms, playing a significant role in the lives of many people. This unit explores and explains the sporting experience, providing an understanding of those who consume sport and the relationship between sport, its consumers, and the media. The unit equips students with the tools required to work with the media, producing resources, and to engage with and through social media platforms.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Equivalent Subjects BUSM 2038 - Strategic Communication in Sport
LGYA 7216 - Sport Management 2
LGYA 4796 - Communication in Sport

Assumed Knowledge

A basic understanding of the sport industry.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse the sporting experience with an understanding of factors such as Sportscape;
2. Evaluate the relationship between various types of mass media and the subsequent demand for sport;
3. Explain sport consumers' behaviour from a theoretical perspective;
4. Evaluate practices and policies which will prepare sports organisation for working with the media;
5. Create sports-related writing for a club or organisation;
6. Engage with social media platforms in a professional capacity.

Subject Content

- The sporting experience
- Sports Consumers, their motivations and behaviours
- Working with The media
- sport in The digital era, including social media
- Sports writing
- Sports public relations

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Portfolio	1 500 words	25	N	Individual
Portfolio	2000 words equivalent	25	N	Group
Final Exam	2 hours	50	N	Individual

Teaching Periods

Spring

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2037_22-SPR_ON_O#subjects)

Parramatta City - Macquarie St

Day

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