

BA (Hons) Sports Media Production

Programme specification document

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Overview

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	School of Art, Film & Media
Main campus	Newton Park Campus
Other sites of delivery	Locksbrook Campus
Other Schools involved in delivery	n/a
Name of award(s)	Sports Media Production
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE
Routes available	Single
Sandwich year	Optional
Duration of award	3 years full-time, 4 years with Professional Placement Year
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	Yes
Professional, Statutory and Regulatory Body accreditation	n/a
Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a
UCAS code	B20, Course SP10 or SP11 (with professional placement year)
Route code (SITS)	SPRSIN (Single), SPRSIN-SW (with PPY)
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies 2019
Date of most recent approval	July 2022
Date specification last updated	July 2022

[1] This should also be read in conjunction with the BSU Qualifications Credit Framework

[2] See section on 'Exemptions'

Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

Programme Overview

Sports Media Production is one of three undergraduate degree programmes which together form the corpus of Film and Television based curricula at Bath Spa University. Based in the School of Art, Film and Media, the programme seeks to inculcate graduates with an industry-focused, skills-based and critically informed knowledge and understanding of sports media production, and an appreciation of its role in contemporary society and culture.

The first year of study introduces students to the principles of storytelling in sports media production across a wide range of platforms. There will be emphasis on understanding of key concepts including critical thinking and analysis, digital creativity and content development. Questions around commissioning, management, leadership and inclusivity, along with an understanding of communication platforms and methods, will also inform your learning.

In the second year, students will be taught a wider range of sport media production practices including outside broadcasting, sports presentation, commentary and interviewing skills, key debates on ethical and legal aspects of sport media production, and their relationship with broader cultural questions, such as gender, race and ideology. Optional modules give you the chance to develop one or more specialisms, such as e-sports, podcasting, sports documentaries, social media or digital marketing

In the final year, students will engage with specialised areas of study through a combination of taught and research-based modules culminating in a year-long specialist project, which forms their portfolio. Regular contact with sport and industry practitioners will form a key aspect of the learning experience. A range of optional modules will provide further opportunities to specialise, including areas such as outside broadcasting, studio broadcasting, radio sports, editing and graphics.

Programme Aims

1. To produce graduates equipped with a critical understanding of the theory, practice, workflow and application of a variety of crafts and technologies employed in the sports media production sectors.
2. To produce graduates who have a sound knowledge of the ethos of the UK's sporting culture – one that is diverse, rich, and an integral part of the nation's social history, along with technical knowledge of relevant skills matching the needs of existing and future sports media production professionals.
3. To produce graduates equipped with a developed understanding of the processes of designing and creating sports content using the changing tools and methodologies of the industry.
4. To inculcate sophisticated, inclusive and ethical approaches among graduates to enable them work effectively as creative practitioners both independently and as part of a team.
5. To produce graduates instilled with sound knowledge of applying sports media production methods and techniques to their work, using practice based approaches.
6. To produce graduates who have a developed understanding of key longstanding sports broadcasting techniques as well as more contemporary immersive and interactive formats – such as e-sports, social media and podcasting – that use digital technology creatively.
7. To equip graduates with the ability to apply and exercise initiative, decision-making and develop a programme of personal development and training needs relevant to their sector.
8. To produce graduates who have a sound knowledge of the technical, social, ethical and legal issues in the sports production sector.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	A systematic understanding of a wide range of approaches to sports media production and the process of combining them to produce a top quality and end-product.	Critical understanding of well-established principles of producing sports content across a wide range of media formats.	An understanding of the underlying concepts of sports media production across various forms of media.
A2	An ability to rigorously deploy established techniques of research and analysis within the disciplines of sports production to identify the best forms of storytelling and event coverage.	An ability to use a range of well-established techniques of research and analysis in sports media production with an advanced understanding of the process of creating content for transmission.	The ability to present, evaluate and interpret qualitative and quantitative data in accordance with underlying concepts in sports journalism and production.
A3	Systematic understanding of how to accurately deploy established industry techniques in sports media production and to creatively experiment with form, convention, language, technique, and practice as appropriate.	Critical understanding of how to deploy established industry techniques in sports media production and broadcasting to create accurate and engaging content for specialist and non-specialist audiences.	An understanding of established industry techniques in sports media production and broadcasting, and of narrative structure and output in accordance with relevant theoretical and conceptual knowledge.
A4	A systematic understanding of and ability to accurately apply techniques of picture and audio editing across various forms of media.	Critical understanding of the ability to creatively edit pictures and audio into coherent, accessible and ethically informed output across various forms of media.	An understanding of the principles of editing pictures and audio into coherent packages and reports for a range of media.
A5	Critically advanced conceptual understanding of, and ability to communicate varied stories and content across a wide range of media formats, along with the ability to devise creative solutions in order to create meaningful and engaging content for specialist and non-specialist audiences.	Critical understanding of the process of communicating varied stories and content in different forms of media, recognising sectoral challenges in order to create meaningful and engaging content for specialist and non-specialist audiences.	An understanding of, and the ability to accurately and reliably communicate, varied stories around sports content to an audience.
A6	Systematic organisational knowledge of the complexity and management processes involved in the creation and transmission of quality content across sport media.	Knowledge and critical understanding of the organisational processes involved in the creation and transmission of quality content across sport media.	Knowledge of the underlying concepts, principles and processes involved in the creation and transmission of quality content across sport media.
A7	A conceptual understanding of, and the ability to accurately deploy, a complex set of methods and techniques related to presenting and leading discussions on sports content on media such as tv, radio, podcast and social media.	Critical understanding of methods and techniques related to presenting and leading discussions on sports content across a range of media formats.	An understanding of the methods and techniques related to presenting and leading discussions on sports content across a range of media outlets.
A8	The ability to critically evaluate sports production project planning and management in complex and unpredictable contexts, together with an understanding of location challenges and budgets, and to present findings to a high standard.	Critical understanding of, and the ability to apply underlying principles of sports media production project planning and management in complex situations with appropriate approaches to solving problems on location.	Knowledge of the underlying concepts of sport production project management and the ability to evaluate the appropriateness of different approaches to project development.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	The ability to assimilate, critically evaluate and interpret information from a wide range of sources and to demonstrate skillful handling in analysing sports performance.	The ability to critically analyse and interpret data and use examples to evaluate sports performance.	The ability to gather and organise data from various sources to identify and develop points for discussion in evaluating sports performance.
B2	The ability to critically evaluate information to develop argumentation in sports coverage and to frame appropriate questions in media broadcasts.	The ability to display an analytical and critical approach, finding and deploying evidence to assess media broadcasts of sporting events.	Understanding of different techniques used to evaluate and assess media coverage of sporting performances and events.

B3	Critical and conceptual understanding that enables creative solutions to specialist challenges in sports media production, combining methodical and imaginative approaches, and deploying team-based strategies.	The ability to use a range of established techniques to initiate and undertake creative problem solving and to propose imaginative solutions in sports production.	The ability to evaluate the appropriateness of different approaches to solving problems related to the production of sports media.
B4	Critical evaluation and analysis of complex and fast-moving contexts within sports production environment, and the ability to deploy innovation and imaginative approaches to changing situations.	The ability to apply innovation and imaginative approaches to original content development within a structured sports production environment.	Understanding of the importance of innovation and imaginative thinking within a structured and managed sports production environment.

C Skills for Life and Work

	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	Work Independently Exercise initiative, independence and personal responsibility to manage your own learning and time.	Work Independently Exercise independence and personal responsibility to manage your own learning and time.	Work Independently Manage your own learning and time.
C2	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively.	Work with Others Work collaboratively with others.
C3	Communicate with Impact Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	Communicate with Impact Communicate clearly and effectively with others.	Communicate with Impact Communicate accurately and reliably with others.
C4	Demonstrate Digital Fluency Use digital skills productively, critically and ethically to enhance creativity and communication.	Demonstrate Digital Fluency Use digital skills productively, critically and ethically.	Demonstrate Digital Fluency Use digital skills productively.

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

[Name of subject]				Status
Level	Code	Title	Credits	Single
4	SPD4001-20	Shooting and Editing Sport- 1	20	C
4	SPD4002-20	Shooting and Editing Sport- 2	20	C
4	FTV4006-20	Digital Creativity and Content Creation	20	C
4	SPD4004-20	Studio based (Indoor) Sport Production	20	C
4	SPD4005-20	Inclusivity in Sport	20	C
4	SPD4003-20	Sports Storytelling	20	C
5	SPD5001-20	Outside Broadcasting	20	C
5	SPD5006-20	Sports Podcasting and Social Media	20	C
5	SPD5002-20	Sport on Screen: Presenting, Commentary and Interviewing	20	C
5	SMG5003-20	Sport and Society	20	C
5	SPD5003-20	Sports Documentary	20	O
5	SMG5000-20	E-Sports	20	O
5	PSY5200-20	Sport Psychology	20	O
5	SMG5002-20	Business of Sport	20	O
5	PPY5100-120	Professional Placement Year	120	O
6	SPD6003-40	Industry Project	40	C
6	SPD6000-20	Advanced Outside Broadcasting	20	O
6	SPD6004-20	Radio Sport: Journalism and Presenting	20	O
6	SPD6001-20	Advanced Studio Broadcasting	20	O
6	SPD6005-20	Sports Editing	20	O
6	SMG6001-20	Contemporary Issues in Sport	20	O

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

You can pursue work placement at Levels 5 and 6 through the Open Modules on Work Placement and Freelancing respectively. Work experience is available through specialised modules e.g. the Industry Final Project. Individual Level 5 and 6 modules are developed around industry interface and students are required to work to sector specialisms. Some modules are designed to equip students with industry-standard skillsets in the use of specialist software which allows students to pursue external certification additionally.

Some modules include workshops in which you work on projects under the supervision of industry professionals e.g. Studio Broadcasting and Outside Broadcasting modules. Direct industry interface is embedded into the programme. Guest sessions by industry professionals are held along with inputs from BSU's careers service to increase student employability in industry. The course will seek to grow and develop partnerships with local, regional and national sporting organisations in order to provide students with opportunities to work in 'real-life' sporting events.

This programme can also be taken with a Professional Placement Year, which includes a work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Additional Costs Table

Module Code & Title	Type of Cost	Cost
N/A		

Graduate Attributes

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	We give students the opportunity to find their creative voice. To work with others but not lose sight of their own personal learning outcomes. Students are encouraged to create work they have sourced, researched and developed whilst providing a secure framework to give them confidence in their decision making. Assessments allow them to not only deliver their best work but also push their boundaries and reflect on the strengths and weaknesses of their finished project. Creating a pathway to greater future execution.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	The emphasis on teamwork in sports media production is dispersed throughout all elements of seminars, workshops and final assessments. The skills to manage effective and enjoyable working relationships is honed and developed by attending and working within real sporting environments. Post analysis of these real-world opportunities allow the students to reflect and then improve on each experience.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Specific module exploring diversity and inclusivity across all Level 4 students. Embedding diverse content across all the assignment criteria and ensuring students are introduced to a wide range of sporting individuals and sports that reflect the inclusive nature of the industry.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Portfolios and projects working with specific sports and at live events encourages problem solving and an agile mind set. Students are supported to explore new ways of working and create frameworks they can build on and use across a wide range of disciplines and projects.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	The programme emphasises the importance of always looking at the bigger picture and the wider impact of sporting success and situations. Students are supported to understand issues and express them effectively in both written and creative content making
Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	The course encourages students to look at current trends and ensure their portfolios reflect those trends and changes. By assessing and analysing future developments they can learn to predict pathways that content makers will soon be adapting and ensure they are future proofing their skill set.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	A focus on progressive and future facing content creation is a thread that runs throughout the course. Students are encouraged to become storytellers that respond to social contexts and understand the wider implications and audiences that they may impact and engage.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	The programme employs written reflections, project assessments and briefs and students are supported in working to draft deadlines to enable robust planning for their research, content gathering and media-making content. Project management skills and deliverables are clearly laid out to encourage the students to work to a fixed deadline and an industry reflective method of working.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Underpinning the course is the emphasis on working towards industry standard expectations. However, alongside that is the support to endeavour to raise their individual standards Workshops with work in progress projects encourage problem solving when setbacks arise and holistic as well as academic support is in place.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	In all aspects of the course, it is digital first reflecting the needs and desires of the industry. Students are equipped with the skillset and crucially the mind set to become multi-platform content creators across a wide remit of sports.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
SPD5000-20 Media Law and Ethics removed	Curriculum Approval Panel, December 2024	2025/26
SPD5006-20 Sports Podcasting and Social Media added	Curriculum Approval Panel, December 2024	2025/26
SPD5001-20 Outside Broadcasting, change of semester	Curriculum Approval Panel, December 2024	2025/26
SPD5003-20 Sports Documentary, change of semester	Curriculum Approval Panel, December 2024	2025/26
SPD5002-20 Sport on Screen: Presenting, Commentary and Interviewing, change of semester	Curriculum Approval Panel, December 2024	2025/26

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram – BA (Hons) Sports Media Production (single honours)

Single Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
• SPD4001-20 Shooting and Editing Sport- 1-20 credits • SPD4003-20 Sports Storytelling - 20 credits • SPD4005-20 Inclusivity in Sport - 20 credits	• SPD4002-20 Shooting and Editing Sport 2– 20 credits • SPD4004-20 Studio based (Indoor) Sport Production – 20 credits • FTV4006-20 Digital Creativity and Content Creation - 20 credits
Level 5	
Core Modules	
• SPD5002-20 Sport on Screen: Presenting, Commentary and Interviewing –20 credits • SPD5006-20 Sports Podcasting and Social Media – 20 credits	• SPD5001-20 Outside Broadcasting – 20 credits • SMG5003-20 Sport and Society – 20 credits
Optional Modules	
• SMG5002-20 Business of Sport – 20 credits • SPD5003-20 Sports Documentary-20 credits	• SMG5000-20 E-Sports – 20 credits • PSY5200-20 Sport Psychology - 20 credits
Optional: Professional Placement Year 120 credits	
Level 6	
Core Modules	
SPD6003-40 Industry Project – 40 credits (YEAR LONG)	
Optional Modules	
• SPD6000-20 Advanced Outside Broadcasting – 20 credits • SPD6004-20 Radio Sport: Journalism and Presenting– 20 credits • SMG6001-20 Contemporary Issues in Sport - 20 credits	• SPD6001-20 Advanced Studio Broadcasting – 20 credits • SPD6005-20 Sports Editing - 20 credits
Rule Notes: N/A	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge								Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	C1	C2	C3	C4
4	SPD4001-20	Shooting and Editing Sport- 1	C	X		X	X	X	X	X	X	X	X	X		X		X	X
4	SPD4002-20	Shooting and Editing Sport 2	C	X	X		X	X	X	X	X	X	X	X		X	X	X	X
4	FTV4006-20	Digital Creativity and Content Creation	C	X	X	X	X		X	X	X	X	X	X	X	X		X	X
4	SPD4004-20	Studio based (Indoor) Sport Production	C	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
4	SPD4005-20	Inclusivity in Sport	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	SPD4003-20	Sports Storytelling	C	X	X	X	X	X		X	X		X	X	X	X	X	X	X
5	SPD5001-20	Outside Broadcasting	C	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
5	SPD5006-20	Sports Podcasting and Social Media	C		X	X	X	X		X	X	X		X	X	X	X		X
5	SPD5002-20	Sport on Screen: Presenting, Commentary and Interviewing	C	X		X		X	X	X	X	X	X	X		X	X		X
5	SMG5003-20	Sport and Society	C	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
5	SPD5003-20	Sports Documentary	O	X	X	X	X		X	X	X	X		X	X	X		X	X
5	SMG5000-20	E-Sports	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	PSY5200-20	Sport Psychology	O		X	X		X	X		X	X		X		X	X	X	X
5	SMG5002-20	Business of Sport	O	X		X	X		X	X		X	X		X	X	X	X	
6	SPD6003-40	Industry Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X
6	SPD6000-20	Advanced Outside Broadcasting	O	X	X	X		X	X		X	X	X	X		X	X	X	X

6	SPD6004-20	Radio Sport: Journalism and Presenting	O	X		X	X	X		X	X	X		X	X	X	X	X	X
6	SPD6001-20	Advanced Studio Broadcasting	O		X	X		X	X	X	X		X	X	X		X		X
6	SPD6005-20	Sports Editing	O	X		X	X	X	X	X		X	X			X	X	X	
6	SMG6001-20	Contemporary Issues in Sport	O	X		X	X	X		X	X	X	X		X		X	X	X

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O) [5]	Assessment method														
				Coursework							Practical						Written Examination	
				Composition	Dissertation	Essay	Journal	Project plan	Portfolio	Report	Portfolio (Practice)	Practical Project	Practical skills	Presentation	Set exercises	Production Folder	In-class test (seen)	In-class test (unseen)
4	SPD4001-20	Shooting and Editing Sport-1	C			1X					1X			1x				
4	SPD4002-20	Shooting and Editing Sport 2	C				1X				1X							
4	FTV4006-20	Digital Creativity and Content Creation	C						1X									
4	SPD4004-20	Studio based (Indoor) Sport Production	C					1X								1X		
4	SPD4005-20	Inclusivity in Sport	C			1X			1X									
4	SPD4003-20	Sports Storytelling	C			1X			1X									
5	SPD5001-20	Outside Broadcasting	C			1X						1X						
5	SPD5006-20	Sports Podcasting and Social Media	C						1X			1X						
5	SPD5002-20	Sport on Screen: Presenting, Commentary and Interviewing	C						1X		1X							
5	SMG5003-20	Sport and Society	C			1X					1X	1X						
5	SPD5003-20	Sports Documentary	O						1X			1X						
5	SMG5000-20	E-Sports	O									1X				1X		
5	PSY5200-20	Sport Psychology	O						1X					1X				
5	SMG5002-20	Business of Sport	O							1X				1X				
6	SPD6003-40	Industry Project	C								1X							
6	SPD6000-20	Advanced Outside Broadcasting	O			1X										1X		
6	SPD6004-20	Radio Sport: Journalism and Presenting	O			1X						1X						
6	SPD6001-20	Advanced Studio Broadcasting	O					1X								1X		
6	SPD6005-20	Sports Editing	O								1X					1X		
6	SMG6001-20	Contemporary Issues in Sport	O			1X				1X								

[5] C = Core; R = Required; R* = Required*; O = Optional