



## Programme Specification

*With effect from:* September 2021

A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

### 1 Programme name and award

**This programme specification relates to the following award(s)**

BA (Hons) Sports Journalism

### 2 Aims of the programme

#### **Rationale and general aims, including what is special about this programme**

This undergraduate degree has been designed for people who are passionate about sport and who have a real desire to develop the journalistic skills needed to bring it alive for audiences, help people understand what makes the industry tick and what happens off the sports field as well as on it.

Sports Journalism at Leeds Trinity University has three strands. The digital-first practical strand will equip you with key journalistic skills, including how to source, research and compile news stories and features, how to film stories and put together audio packages.

But these practical skills are only part of the picture - sports journalists also need to have a keen understanding of the broader news media and society in which they are working, and this is where our journalism theory strand comes in. This will help you understand the context in which news is produced, along with the social, ethical and political impact of journalism on society.

The theoretical strand will also help you understand the place sport has in today's culture as well as enhance your knowledge of how the business and social context of sport has developed. A knowledge of Media law is also integrated at Level 4, and refreshed at Level 6.

We want our students to graduate as journalists with a strong ethical practice and sense of social justice. So ethics are embedded throughout all the practical and theoretical work you will do, whether that be in terms of regulatory frameworks for

industry or wider questions around the range of voices in our media to reflect the society we live in, and providing equality of opportunity across a diverse population. This is a strong thread, for example, that runs through our Journalism & Media Week every year, and is one we want to continue to build on.

There is also a strong emphasis on developing a professional portfolio of work and in providing opportunities for students to put their journalistic skills into practice, particularly through our work placements in the second and third years.

The aims of the programme, designed to be consistent with the University's vision and values, are to:

- Provide students with a robust academic framework with regards to the study of sports journalism and other related fields
- Develop an understanding of the cultural importance of sport within society and its relationship with the media
- Stimulate an understanding of the ethical issues impacting upon both sports journalism and society
- Prepare students, through the development of an appropriate range of knowledge and skills, for careers in sports journalism or other related fields
- Prepare students for changing work practices and career pathways including entrepreneurial and freelance sports journalism or related fields.

### 3 Level Learning Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / 'thinking' skills (I)
- Practical skills specific to the subject (P)
- Employability skills (E)

We design assessment tasks to enable you to demonstrate the level learning outcomes for your level of study. To a greater or lesser extent, all level learning outcomes are embedded into each assessment task. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
<b>Level 4</b>	
K1	Demonstrate knowledge and understanding of the role of sports journalism in society.
K2	Identify the basic legal and regulatory frameworks within which the media operate, and recognise some of the ethical issues that may impact on the practice of journalism.

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K3	Demonstrate an understanding of basic academic research and study skills.
I1	Examine some of the issues and debates surrounding contemporary journalism.
I2	Recognise the needs and characteristics of different audiences and platforms, and how these impact on journalistic practice.
I3	Identify the skills required by employers in the media sector, and apply this as a framework for a chosen placement pathway.
P1	Identify relevant journalistic sources and use interview techniques to elicit information and quotes.
P2	Construct accurate sports journalism content in an appropriate style for online, TV and radio.
P3	Demonstrate a basic competence in factual online, audio, video and television production, location recording and editing.
<b>Level 5</b>	
K1	Demonstrate knowledge and critical understanding of the structures and processes of national & international sports bodies and how these operate within political structures.
K2	Apply an understanding of legal, regulatory & ethical frameworks to the production of accurate journalistic content.
K3	Apply academic research and study skills to the analysis of factors affecting sports journalism in society.
I1	Engage with contemporary debates and writings around the role of the sports media and its impact on society.
I2	Identify differing audience & platform needs and apply to the production of sports journalism.
I3	Analyse the skills required by employers in the media sector to evaluate own strengths and target a specific career pathway.
P1	Use reporting skills to source and write accurate, original stories that adhere to sports writing & wider journalistic conventions.
P2	Apply multiplatform production skills to produce content that adheres to online, videojournalism & social media conventions.
P3	Synthesise editorial and production skills to produce journalistic content across a range of platforms and genres such as social media, features, magazines, online, TV & radio.

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Level 6	
K1	Synthesise academic research skills and a critical understanding of the role of journalism in society to devise, plan and produce a research project.
K2	Apply an in-depth critical understanding of legal, ethical & regulatory frameworks to the production of journalistic content to industry standards.
I1	Analyse and interpret the results of research into the media sector and draw appropriate conclusions.
I2	Apply a knowledge of different audience & platform needs in the development of sophisticated story treatments, and evaluate their effectiveness through the use of analytics.
I3	Interpret the requirements of a changing sports media sector to plan and develop career pathway.
I4	Apply knowledge of sports media landscape to identify and develop a flexible skillset and adaptable approach to employability.
P1	Apply in-depth newsgathering & reporting skills to source original journalistic content and interviews from a range of sources.
P2	Synthesise sophisticated editorial & production skills in the production of multimedia content that demonstrates creative storytelling across different platforms and genres including social media.
P3	Apply project management skills to develop and run an online platform with associated branding and audience targeting.

Employability Outcomes	
Employability skills are embedded and assessed throughout your programme. Therefore, we use a generic set of employability outcomes at all levels of study.	
E1	<b>Self-management</b> – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
E2	<b>Team-working</b> – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
E3	<b>Business and sector awareness</b> – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;

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E4	<b>Problem-solving</b> – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
E5	<b>Communication</b> – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
E6	<b>Application of numeracy</b> – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a
E7	<b>Application of information technology</b> – the ability to identify and use the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;
E8	<b>Entrepreneurship/enterprise</b> – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
E9	<b>Social, cultural &amp; civic awareness</b> – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

#### 4 External Benchmarks

##### Statement of congruence with the relevant external benchmarks

All Leeds Trinity University programmes are congruent with the Framework for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) / National Qualification and Credit Framework (NQF).

Learning outcomes for the programme have been cross-referenced to and are consistent with the subject benchmark statements for 'Communication, media, film and cultural studies'. This programme is also consistent with the University's Strategic Plan and Learning, Teaching and Assessment Strategy.

#### 5 Indicative Content

##### Summary of content by theme

The BA (Hons) Sports Journalism programme is designed for students who want to develop their skills in this specialist field with a view to a career in it or in related fields, such as PR or social media. It combines a study of key aspects of journalism, both practical and theoretical, with a focus on acquiring specialist sports knowledge in both areas. It also has a strong emphasis on producing industry-ready graduates who have the broad and flexible skills required by industry.

Throughout Level 4 you will be learning the common skills needed to become a well-rounded Sports Journalist. You will be introduced to basic news writing and the sourcing and researching of stories. You will have the opportunity to use these skills in online, video and audio tasks throughout your first year and are encouraged to develop the flexibility required to deliver journalism across several different platforms.

In Level 5 you will have a mandatory placement and you'll build on your journalistic skills, further enhancing your ability to create sports content – these will include honing your radio, TV and Social Media skills - and applying them to real world scenarios, with the opportunity to specialise in one area of sport.

During Level 6, you will be focusing on more independent study, while using the skills you have learned for your final year practical work, particularly through a substantial final year multiplatform portfolio - the 60-credit Running the Newsroom. Furthermore, you will be able to progress your work-based learning through the Professional Learning Through Work module, which helps you to further develop your employability skills and graduate attributes.

## 6 Programme Structure

Programme Structure – BA (Hons) Sports Journalism			
<b>Duration</b>	3 years full-time		
<b>Total credit rating</b>	360 (180 ECTS)		
Level 4 – With effect from September 2021			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU4016	Essential Journalism 1	Semester 1	60
JOU4026	Essential Journalism 2	Semester 2	60
Level 5 – With effect from September 2022			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU5033	Sports Reporting	Semester 1 & 2	30
JOU5053	Off The Field: The Business of Sports	Semester 1 & 2	30
JOU5043	Pitchside	Semester 2	30

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<b>Options:</b> You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
MFC5203	Documentary: Concept to Practice	Semester 1 & 2	30
JOU5083	Features and Magazines	Semester 1 & 2	30
JOU5073	Radio and Podcasting	Semester 1, 2 (twice a year)	30
<b>Level 6 – With effect from September 2023</b>			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU6093	Professional Learning Through Work	Semester 1 & 2	30
JOU6006	Running The Newsroom	Semester 1 & 2	60
<b>Options:</b> You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
JOU6043	PR and Promotions	Semester 1 & 2	30
MFC6043	Advanced Documentary Production	Semester 1 & 2	30
JOU6073	Shorthand	Semester 1 & 2	30
JOU6053	TV and Social Media	Semester 1	30
JOU6063	Advanced Audio Production	Semester 1 or 2 (normally S2 but if numbers too great, non-Broadcast Journalism students to take in S1)	30
JOU6003	Final Project	Semester 1 & 2	30

## 7 Pre-requisites

**Modules students must study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award**

N/A

## 8 Learning, Teaching and Assessment

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The University's Learning, Teaching and Assessment Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme (including information on Integrated Assessment) within the relevant Assessment Handbooks.

## 9 Entry requirements

<b>Do the University's standard entry requirements apply?</b>	Yes
<b>Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)</b>	N/A

## 10 Additional support needs

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

<b>Programme-specific requirements / unavoidable restrictions on participation in the programme</b>
N/A

## 11 Technical Information

<b>Awarding Body / Institution</b>	Leeds Trinity University
<b>Teaching institution</b>	Leeds Trinity University
<b>Parent School</b>	Faculty of Business, Computing and Digital Industries
<b>Department</b>	School of Digital and Screen Media
<b>Professional accreditation body</b>	N/A
<b>Final award</b>	BA (Hons)
<b>Title of programme(s)</b>	Sports Journalism

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<b>Subsidiary award(s)</b>	Certificate of Higher Education in Sports Journalism Diploma of Higher Education in Sports Journalism Ordinary Degree in Sports Journalism
<b>Honours type</b>	Single
<b>Duration and mode(s) of study</b>	3 years; full-time
<b>Month/year of approval of programme</b>	December 2020
<b>Periodic review due date</b>	TBC
<b>HECoS subject code(s)</b>	100442
<b>UCAS course code and route code</b>	P591
<b>SITS codes</b>	SPJ0USH
<b>Delivery venue(s)</b>	Leeds Trinity University

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## 12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Employability Outcomes at each level of study. However, all Employability Outcomes will have been assessed by the end the programme.

Level 4	Assessed level learning outcomes									Skills development								
<i>Adjust LO codes as necessary. ↓</i>	K1	K2	K3	I1	I2	I3	P1	P2	P3	E1	E2	E3	E4	E5	E6	E7	E8	E9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Sports Journalism in Society	Legal and Regulatory Frameworks	Academic Research and Study Skills	Contemporary Journalism	Audiences and Platforms	Employers in the Media Sector	Journalistic Sources and Interview Techniques	Constructing Journalistic Content	Editing and Production Skills	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
<b>JOU4016 Essential Journalism 1</b>																		
<b>JOU4026 Essential Journalism 2</b>																		

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Level 5 <i>Adjust LO codes as necessary. ↓</i>	Assessed level learning outcomes									Skills development								
	K1	K2	K3	I1	I2	I3	P1	P2	P3	E1	E2	E3	E4	E5	E6	E7	E8	E9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	National and International Sports Bodies	Legal, Regulatory and Ethical Frameworks	Academic Research and Study Skills	Role of Sports Media and Impact on Society	Audiences and Platforms	Employers in the Media Sector	Reporting Skills	Multiplatform Production Skills	Editing and Production Skills	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
<b>JOU5033 Sports Reporting</b>																		
<b>JOU5053 Off The Field: The Business of Sports</b>																		
<b>JOU5043 Pitchside</b>																		
<b>MFC5203 Documentary: Concept to Practice</b>																		
<b>JOU5083 Features and Magazines</b>																		
<b>JOU5073 Radio and Podcasting</b>																		

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	<i>Adjust LO codes as necessary. ↓</i>										E1	E2	E3	E4	E5	E6	E7	E8	E9
	K1	K2	I1	I2	I3	I4	P1	P2	P3										
	Academic Research Skills and Journalism in Society	Legal, Regulatory & Ethical Frameworks	Research into the Media Sector	Audiences and Platforms	Changing Sports Media Sector & Career Pathway	Sports Media Landscape and Employability	Newsgathering and Reporting Skills	Editorial and Production Skills	Project Management Skills		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
JOU6093 Professional Learning Through Work																			
JOU6006 Running the Newsroom																			
JOU6043 PR and Promotions																			
MFC6043 Advanced Documentary Production																			
JOU6073 Public Interest Reporting																			
JOU6053 TV and Social Media																			
JOU6063 Advanced Audio Production																			
JOU6003 Final Project																			

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