Overview

This course introduces students to the cultural, political and economic role played by sport globally. It aims to develop their understanding of the role played by the media in commercialising sport and in globalising audiences for sport. It will also develop students' understanding of sports media and public relations practice.

Topics include: the cultural, political and economic roles of sport; globalised sports and sports audiences; sports fans; new media impacts on sports reporting and public relations; gender in sports and sports media and public relations; sports branding, promotion and marketing; and research and interview techniques for sports writing.
Faculty
Faculty of Arts and Social Sciences

School
School of Arts and Media

Study Level
Postgraduate

Offering Terms
Term 1

Campus
Kensington

Delivery Mode
Fully on-site

Indicative contact hours
2.5

Timetable
Visit timetable website for details
Conditions for Enrolment

Prerequisite: Enrolment in a postgraduate Journalism & Communication, PR & Advertising, Law, or Law, Media & Journalism program
Course Outline

To access course outline, please visit:

MDIA5005 Course Outline
Fees

**Commonwealth Supported Students** $836  
**Domestic Students** $3360  
**International Students** $4770

**DISCLAIMER**

Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179