

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	BA International Sports Management
FHEQ Level:	4
Course Title:	Introduction to Digital Communication
Course Code:	COMM 4301
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

Introduction to Digital Communication explores the dynamic intersection of sports media and digital platforms. This course focuses on key digital communication strategies for engaging sports audiences and students will learn essential digital communication techniques, including social media management, content creation, fan engagement and digital storytelling. By examining current case studies and industry trends, students will also develop practical skills to thrive in the fast-evolving world of digital sports media. The course will emphasize hands-on projects to give students experience creating and distributing sports content across various digital channels.

Prerequisites:

None

Aims and Objectives:

Aim:

The aim of this course is to provide students with a comprehensive foundation in digital communications within the sports industry, equipping them with the knowledge, practical skills, and critical thinking abilities necessary to navigate the rapidly evolving landscape of sports media. By the end of the course, students will be able to understand and apply key digital communication principles, create and manage engaging content for sports platforms, and critically evaluate current trends and strategies in sports communication.

Objectives:

- Equip students with foundational knowledge of digital communication principles in the context of sports media, focusing on fan engagement, branding, and social media strategies.
- Develop practical skills in creating, managing, and analysing digital content for sports platforms, using tools like analytics and real-time communication.
- Foster critical thinking through the evaluation of current trends, case studies, and the role of influencers in shaping sports communication strategies.

Programme Outcomes:

A4 (I), B4 (I), C4 (I), D4 (I)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

Course Learning Outcome	Programme Outcome
<p>Disciplinary Knowledge and Understanding Demonstrate understanding of key concepts of digital sports communication and evaluate habitual methods used to analyse a variety of digital sports communication practices in a dynamic real-world environment.</p>	A4 (I)
<p>Disciplinary Applied Skills Develop a broad knowledge of digital sports communication and evaluate different perspectives in relation to modern sports business marketing communications.</p>	B4 (I)
<p>Communication Skills Develop broad communication skills, effectively communicating the of key theories and perspectives in consumer engagement and revenue generation.</p>	C4 (I)
<p>Transferable Skills Develop problem-solving and inquiry skills relevant to the workplace by analysing digital sports communication sources to evaluate the effectiveness of different models of sports business marketing in the digital world.</p>	D4 (I)

Indicative Content:

- **Introduction to Digital Communications in Sports**
Key concepts and their application in the sports industry.
- **Social Media Platforms and Audience Engagement**
Best practices for sports communication across different platforms.
- **Content Creation and Storytelling**
Crafting compelling narratives for digital sports campaigns.
- **Influencer and Athlete Branding**
The role of athletes and influencers in sports marketing.
- **Fan Engagement and Interaction**
Strategies for building and maintaining fan communities online.
- **Real-Time Sports Communication**
Live coverage, event promotion, and crisis management.
- **Data Analytics and Performance Metrics**
Tools for measuring the success of digital sports campaigns.
- **Emerging Trends in Sports Media**
E-sports, augmented reality, and other innovations reshaping the industry.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Kassing, J.W. and Ray, D. (2020) *Social Media and Sports: The Role of Social Media in the Promotion of Sports and Sports Organizations*. 2nd edn. New York: Routledge.

Sanderson, J. (2021) *Digital Media in Sport: A Critical Overview*. London: Palgrave Macmillan.

Journals

International Journal of Sports Communication.

Journal of Sport Management.

Sport Management Review.

Websites

Digital Marketing Institute. Available at: www.digitalmarketinginstitute.com (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Nov 2024	