

# BUSM 2037 SPORT ENTERTAINMENT

**Credit Points** 10

**Legacy Code** 200996

**Coordinator** Chris Yorke ([https://directory.westernsydney.edu.au/search/name/Chris Yorke/](https://directory.westernsydney.edu.au/search/name/Chris%20Yorke/))

**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 subject 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 subject 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 fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Equivalent Subjects** BUSM 2038 - Strategic Communication in Sport

## Learning Outcomes

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

1. Analyse the sporting experience with an understanding of factors related to the Sportscape
2. Explore the relationship between various types of mass media and the subsequent demand for sport
3. Explain sport consumers' behaviour from a theoretical perspective
4. Examine the practices and policies which will prepare sports organisations to work 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

1. The sporting experience
2. Sports consumers and fans use of social media
3. Working with the media
4. Sport in the digital era, including social media
5. Sports writing
6. Sports Public Relations

## Special Requirements

Essential equipment

An iPad, equivalent smart device, or laptop (PC/MAC) is essential in order for students to complete assessment and engage in tutorial activities.

## 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.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Case Study	1000 words	30	N	Individual	N
Portfolio	1500 words equivalent	40	N	Individual	N
Essay	2000 words equivalent	30	N	Group	N

Teaching Periods

## Spring (2025)

**Parramatta City - Macquarie St**

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM2037\\_25-SPR\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2037_25-SPR_PC_1#subjects))