

What to prepare:

Sports Business & Sports Broadcasting

What to expect in your first few weeks	You will start Year 1 by understanding the academic demands of an undergraduate student and, within one module in Semester 1, get introduced to the sports media as a whole. In Semester 2, you will start to specialise in sports broadcasting.
Course expectations	You are expected to embrace the opportunities that will emerge on the degree to work with external bodies within the industry, ranging from football clubs to broadcasting companies. These opportunities to develop employable skills are a feature of the degree.
What you can do to prepare	You should think about the sports programmes on television, radio or online that you like the most, and ask yourself why. What is it about the production that most appeals to you as a member of the audience? This is a good place to start when embarking on a career in sports broadcasting.
Reading list	<p>Boyd, A, Stewart, P, Alexander R (2013) <i>Broadcast Journalism - Techniques of Radio and Television News</i>. London: Focal Press</p> <p>Hudson, G, Rowlands, S (2012) <i>The Broadcast Journalism Handbook</i>. London: Taylor & Francis.</p> <p>Owens, J, Millerson, G (2015) <i>Television Production</i>. Abingdon: Focal Press</p>