

SCB228 : Project and Portfolio II: Sportscasting

The Project and Portfolio II: Sportscasting course combines hands-on learning experiences with summative and formative portfolio assessments. The course provides an overview of the philosophy and practice of modern sports journalism, including its influences, significant players, and events. By studying relevant theories of human behavior and media consumption, students will be able to critically analyze current methods and technology used for audience engagement. They will also begin to develop creative content-development skills and define the personal presentation styles they will adopt in this evolving setting. In addition, students will explore the relationship between sports, sports businesses, and society, including consumers and fans.

Credits 3