

## Course Syllabus

### Media and Communication in Sports 7.5 Credits, First Cycle

#### Learning Outcomes

After completing the course, the student should be able to:

- describe how sports and media relate to each other,
- explain what mediatisation means for sports,
- describe how media ethics and media and information literacy can be used by both consumers and producers,
- reflect on how coaching is related to communication, media, and branding.

#### Course Content

The course focuses on the relationship between sports and media and how it relates to coaching. The course also includes to plan and conduct media strategic work to communicate, consume, and produce in and through various media.

#### Assessment

- Oral presentations in group
- Individual and group written assignments.

#### Grades

The grading scale used for the final course grade is U–VG.

Grades are reported as follows:

- Media and communication within sports - 7.5 Credits | U–VG

#### Entry Requirements

General entry requirements

#### Other Information

This course cannot be counted towards the same degree along with courses that have equivalent content.

If the student has received a decision/recommendation granting study support from Dalarna University because of a disability, then the examiner has the right to offer an alternative examination arrangement. The examiner takes into account the objectives in the course syllabus when deciding whether the examination can be adapted in accordance with the decision/recommendation.

**Subject:**

Sport and Health Science

**This course can be included in the following main field(s) of study:**

1. No main field of study

**Progression Indicator:**

1. GXX

**Approved:**

Approved 9 June 2025

Valid from 9 June 2025