

AC – 20/05/2025
Item No. – 8.29 (N) Sem-IV 2(b)

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Interdisciplinary Studies

Board of Studies in Sports Science and Management

Second Year Programme B.Sc. (Sports Management)

Semester	IV
Title of Paper	Media, PR & Communication in Sports
Credits	2
From the Academic Year	2025-26

Title of Paper: - Media, PR & Communication in Sports

Sr. No.	Heading	Particulars
1	Description the course:	This course introduces students to the essential concepts, strategies, and tools involved in sports media, public relations (PR), and communication. The course explores how sports organizations, athletes, and sponsors use media and communication strategies to shape public perception, build brand identity, and engage with fans. Students will learn how to develop and implement effective PR campaigns, handle media relations, and create compelling communication strategies that align with organizational goals in the sports industry. By the end of the course, students will be well-equipped to manage communications in sports organizations, navigate crises, and leverage both traditional and digital media platforms to enhance visibility and reputation.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. Understand the role of media and communication in the sports industry. 2. Develop effective PR strategies for sports organizations and athletes. 3. Analyze the impact of digital and traditional media on sports. 4. Practice skills in sports journalism, crisis communication, and media relations.	

8	Course Outcomes: 1. Students will gain a deep understanding of how media and communication shape the sports industry, including the interaction between athletes, organizations, fans, and the media. 2. Students will be able to create and implement public relations strategies tailored to sports organizations and athletes, enhancing their image and managing public perception. 3. Students will critically assess how both digital and traditional media influence sports, from fan engagement to broadcasting rights, and how media strategies impact sports marketing. 4. Students will develop practical skills in sports journalism, including reporting and writing, and in managing media relations, as well as handling crisis communication effectively.
9	Modules:- Module 1: Foundations of Sports Media & Communication 1. History and evolution of media in sports 2. Introduction to mass communication theories (Shannon-Weaver, Two-Step Flow, etc.) 3. Understanding media ecosystems: print, broadcast, digital 4. Key stakeholders: athletes, teams, leagues, sponsors, fans Module 2: Sports Journalism & PR Essentials 1. Principles of sports journalism: reporting, ethics, writing styles 2. Role of Public Relations in sports organizations 3. Press release writing and media kit creation 4. Organizing press conferences and media briefings 5. Case study: A successful sports PR campaign Module 3: Media Strategy, Crisis & Reputation Management 1. Media rights, broadcasting, OTT platforms 2. Athlete and team image management 3. Crisis communication: planning and response 4. Handling controversies, injuries, and off-field issues 5. Case study: A PR disaster and its management Module 4: Digital Media, Social Engagement & Campaign Execution 1. Social media platforms: strategies, engagement, analytics 2. Creating media campaigns for sports events or athletes 3. Influencer marketing and athlete branding online 4. Fan engagement techniques: memes, livestreams, challenges 5. Final project: Develop and present a 360° media/PR campaign

10	Reference Books: 1. Strategic Sport Communication by Paul M. Pedersen (Human Kinetics) – Focuses on communication strategies in sport. 2. Strategic Sport Communication by Paul M. Pedersen (Human Kinetics) – Focuses on communication strategies in sport. 3. Sport Public Relations: Managing Organizational Communication by Stoldt, Dittmore, & Branvold (Human Kinetics) – Practical PR insights for sports. 4. Digital Sport Marketing by Alan Seymour & Paul Blakey – Discusses digital media and marketing in sports. 5. Media Relations in Sport by Brad Schultz (Focal Press) – Covers media interaction with sports organizations. 6. Sport Public Relations: Managing Organizational Communication by Stoldt, Dittmore, & Branvold (Human Kinetics) – Practical PR insights for sports. 7. Digital Sport Marketing by Alan Seymour & Paul Blakey – Discusses digital media and marketing in sports. 8. Media Relations in Sport by Brad Schultz (Focal Press) – Covers media interaction with sports organizations.						
11	Internal Continuous Assessment: 40%			External, Semester End Examination 60% Individual Passing in Internal and External Examination			
12	Format of Question Paper: for the final examination Theory courses evaluation scheme for Second Year (UG) under NEP For theory courses with 2 credit points total marks allotted would be 100 1. Internal Assessment: 20 Marks 2. External Assessment: 30 Marks						
Nature of Examination		Bifurcation of Marks					
1. Internal Assessment for Theory Courses							
Continuous Internal Assignment	Sr.	Examination	Module	Marks	Time	Total Marks	
	1	Class Test	Module 1 or on completed syllabus	10	30 Min	20	
	2	Assignments / Case Study / Presentations / Projects / Group Discussion / Ind. Visit / Tutorials		10	30 Min		
Note: Class Test 1. MCQ's - 5 Marks 2.A) Long answer -5 Marks Or 2.B) Answer in Brief (2 out of 3 questions) – 5 Marks							
2. External Assessment for Theory Courses							
Semester End Examination	Question No	Paper Pattern (Theory question)	Unit	Marks	Time	Total Marks	

			paper pattern: All questions are compulsory)				
	Q.1	Match the Column/Fill in the Blanks/Multiple Choice Questions (1/2 Mark each)	From all modules	5	1 Hours	30	
	Q.2	Answer in one sentence (1 mark each)	From all modules	10			
	Q.3	Short Notes (Attempt any 3 out of 6)		15			

Sd/-

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Ad-hoc Board of
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