

Learning Outcomes

LO	Description
LO1(v2)	Master and refine production skills relevant to broadcast, streamcast and digital media production, including on-air performance, production practices and technical production tools.
LO2(v2)	Explain how the media landscape in sport has evolved and identify emerging media technologies, trends, gaps and issues in the distribution and consumption of content while considering audience behaviour.
LO3(v2)	Practice effective leadership and productively work in groups, using effective communication, conflict resolution, and project management skills.
LO4(v2)	Demonstrate knowledge of a broad range of sports as it relates to sport media.
LO5(v2)	Demonstrate creative and innovative thinking in written, oral, and media production formats.
LO6(v2)	Employ evidence-based critical thinking and reasoning in written, oral, and multimedia formats.
LO7a (v2)	Define how sport and media play an integral role in shaping our understanding of race, class, gender, sexual orientation, able and disabled bodies, and other important social and cultural identities.
LO7b (v2)	Explain the historical and interconnected relationship between race and sports, analyzing the media's role and accountability.
LO8 (v2)	Demonstrate an openness toward new and diverse perspectives while critically reflecting upon one's own cultural biases.
LO9a (v2)	Demonstrate an understanding of the sport media industry and its intersecting relationship with society.
LO9b (v2)	Examine the relationship between sport and media, identifying the media's gatekeeper role and systemic power.
LO10 (v2)	Identify theories and methods of media analysis and research that apply to the critical understanding of sport media.