AUSTRALIAN COLLEGE
EXPANDING YOUR HORIZONS

Course Brochure

SPJ
Australian College Advanced Journalism program (Sports Journalism and Match Reporting)

www.australiancollege.edu.au

Why should you choose to study with Australian College?

Flexible Learning

- Self paced
- Access your training wherever and whenever suits your lifestyle

Unparallelled Support

- Full access to your virtual campus 24/7
- Unlimited trainer, assessor and student services support throughout your studies

Payment Plans To Suit You

- Flexible, cost-effective, interest free, payment options
- Price-match opportunity available

More Opportunities For You

- Thousands of our students have already graduated with nationally recognised qualifications
- Begin an exciting career with some of the best-known companies in Australia or Internationally
- Own and operate your own business
- Up skill and climb the corporate ladder
- Learn something different and take your hobby to the next level

Join our graduates enjoying successful, exciting careers across many industries.

Our Courses

SPJ Australian College Advanced Journalism program (Sports Journalism and Match Reporting)

COURSE SUMMARY

Course Code:	SPJ	Flexible duration:	Up to 12 months
Qualification gained:	Australian College Advanced Journalism program (Sports Journalism and Match Reporting)	Study load:	Self-paced
		Start date:	Start anytime

Study mode: Flexible delivery (including online with some projects/activities and/or skills-based training).

Delivery methods: This course is delivered using an asynchronous study methodology, utilising online delivery (eLearning) of training materials supported with emails and phone calls with the trainer and assessor, on request.

Assessment method: Assessments may vary according to each subject, but overall may include the following:

- Knowledge/Theory-based short answer questions
- Projects

Course Modules:

Module 1 – Foundations of Sports Journalism

Reading 1 – Introduction to The World of Sports Journalism

- The Role of the Sports Journalist
- Establishing Your Goal

Reading 2 – The Sports Journalist's Personal and Material Essentials

- What You Need to Succeed as a Sports Journalist
- A Sports Journalist's Toolkit

Reading 3 – Writing Sports News, Match Reports and Round-Ups

- The Three Main Types of Sports Story

Reading 4 – Sports Feature Writing and Interviewing

- The Sports Feature
- Getting Started
- Interview Techniques
- Conducting the Interview

Module 2 – Develop Communication and Research Skills

Reading 1 – Style Matters

- Writing with Style
- House Style
- Grammar Gremlins

Reading 2 – Sports Journalism Research

- Research Tips and Techniques
- Home-Based Resources
- Internet Research
- External Resources

Reading 3 – Defamation and Copyright Laws for Sports Journalism

- Defamation Defined
- Confidentiality
- Court Reporting
- Copyright
- Plagiarism

Reading 4 – Marketing the Sports Story

- Selling in the Mainstream Market
- Cash with Strings Attached
- The Overseas Market
- Dealing with Rejections

Module 3 – Writing for the Media

Reading 1 – Writing for Radio, TV and the Web

- The Television and Radio
- Markets
- TV/Radio Writing Techniques

- Writing for the Web
    - Further Learning Resources

Reading 2 – Sports Public Relation

- Making Sports Journalism Pay
- PR Journalism
- Books and Ghost Writing
- Writing a Biography

ENTRY REQUIREMENTS

The training package does not stipulate any mandatory entry requirements for the qualification delivered by this course. The student must have access to and have:

- Access to a computer with word processing, PDF reader capabilities and an internet connection
- A good command of written English
- Ability to allocate appropriate study hours per week

AUSTRALIAN COLLEGE

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If you have any questions about the College, our courses, or need help with enrolment, please contact us.

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