

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT: SPORTS SCIENCE

MASTER OF SCIENCE DEGREE IN SPORTS SCIENCE

SSM 511: COMMUNICATION AND MEDIA RELATIONS IN SPORT

DURATION: 3 HOURS

TOTAL MARKS: 100

(Plus 15 Minutes for Practical Preparation/Case Reading)

INSTRUCTIONS TO CANDIDATES

Section A is **compulsory**.Answer **three** questions from Section B.

Section A

1. Read the attached case study and answer the following questions:

The Sables - Zimbabwe national rugby union team

The Zimbabwe national rugby union team, nicknamed the Sables, represents the African nation of Zimbabwe in international competition, and is administered by the Zimbabwe Rugby Union. While sides representing the colony of Rhodesia have played as early as 1910, the modern day Zimbabwe rugby team did not play its first test until 1981, against Kenya. Zimbabwe has competed in two World Cups, in 1987 and 1991, in place of South Africa, who were sanctioned by the IRB at the time due to apartheid. Zimbabwe is categorized as Tier 3 Development One, which prioritizes Zimbabwe over other nations due to historical success as well as popularity of rugby in the nation.

During the colonial days, the team had an association with touring British Isles teams, who regularly played matches against them in their tours of South Africa; the earliest tour being in 1910 when Zimbabwe was known as Southern Rhodesia. The side has also played New Zealand on several occasions, the first being in the late 1920s; Zimbabwe is the only non-Tier 1 nation to defeat the All Blacks, as the Southern Rhodesia side defeated New Zealand in 1947.

Zimbabwe currently competes in the Africa Gold Cup, considered the equivalent of the Six Nations in Africa. Zimbabwe have won the competition once, in 2012 Africa Cup, and finished runners up in 2013, 2014, and 2015. Excluding the Springboks, Zimbabwe is one of only 3 nations

in Africa to qualify for the Rugby World Cup, the others being Namibia and the Ivory Coast. The Sables maintain fierce rivalries with regional neighbors Namibia and Kenya, as the respective three nations have vied for African supremacy since the 2000s.

The 2010s began with hope for Zimbabwe. The Sables won the Africa Cup for the first time in 2010, beating Botswana and Madagascar. The following year, after a reform of the Africa Cup divisions, Zimbabwe were placed in Group 1B, alongside familiar foes the Ivory Coast and Madagascar and Uganda. Zimbabwe won the division, defeating both Madagascar and Uganda. As with many other sports, over the years, numerous talented young Zimbabwean rugby players have emigrated to play for other nations, mainly South Africa but also Australia, Scotland and other European countries. This trend has continued with players being attracted abroad by better playing and coaching facilities, as well as being pushed by the ever-declining economic climate in their country of origin.

Source: Zimbabwe Rugby Union (ZRU). 2022. *The Sables*.

<https://www.zimbabwerugbyunion.co.zw/team/sables/>

Task:

- a. Using the SWOT analysis, identify the opportunities, stakeholders for the organization discussed in the case study.
- b. Discuss how you would communicate with the identified stakeholders, in your discussion; highlight the influence of shifting media on your communication strategy. [40 marks]

Section B.

2. As a sports management consultant, you have been tasked to make a presentation at a breakfast meeting for presidents of your country's National Sports Associations focusing on how the strategic communication model can be used to optimize corporate communication outcomes for their organizations.

Task:

Prepare a written summary of your presentation.

[20 marks]

3. The Covid-19 pandemic has forced the world to make unprecedented technological advancements.

Task:

As the communications manager of Adidas Zimbabwe, how would you use the changing technology in your communication plan? [20 marks]

4. As a sports communication academic, you have been asked to establish why Zimbabwean sports entities are failing to generate meaningful revenue from media rights and attract beneficial media coverage and make recommendations for improvement.

Task:

Draft a summary of your findings and recommendations. [20 marks]

5. Interpersonal communication is an important form of communication within any sport organization.

Task;

Evaluate the effectiveness of the interpersonal communication process in a local sports organization of your choice and make recommendations for improvement. [20 marks]

6. As the new communications manager of the Zimbabwean netball team, discuss some social and legal issues that you may encounter and propose some solutions. [20 marks]

END OF PAPER