

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT: SPORTS SCIENCE

MASTER OF SCIENCE DEGREE IN SPORTS SCIENCE

SSM511: COMMUNICATION AND MEDIA RELATIONS IN SPORT

DURATION: 3 HOURS

TOTAL MARKS: 100

(Plus 15 Minutes for Practical Preparation/Case Reading)

INSTRUCTIONS TO CANDIDATES

JUN 2025

Section A is compulsory.

Answer **three** questions from Section B.

**Section A**

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

**The International Cricket Council (ICC) has announced that the 2027 men's Cricket World Cup will be hosted in Africa.**

South Africa, Zimbabwe and Namibia will co-host the 50-over tournament, which is held every four years. It will be the first time since 2003 that the event will be held on the continent, after venues in South Africa, Zimbabwe and Kenya were used 18 years ago. "This is fantastic news, coming after we worked hard and with determination as a group to get the World Cup back on our soil," Zimbabwe Cricket chairman Tavengwa Mukuhllani said. "And this is clearly a vote of confidence in what we as Zimbabwe Cricket are doing and in what we as Africa can do."

"We are humbled by the trust the ICC has placed in our bid and thrilled by the opportunity we have been given to put cricket on a new and sustainable path for generations to come." **"On our part, we are ready to ensure the ICC men's Cricket World Cup 2027 stands out as a unique event that celebrates Africa in all its magnificent splendour, richness, vibrancy, diversity and glory."** The 2003 tournament was slightly overshadowed by England and New Zealand refusing to travel to play in Zimbabwe and Kenya respectively **because of security concerns**. Despite those refusals Pakistan, Netherlands, Australia, India and Namibia all played in Zimbabwe while Sri Lanka travelled to face Kenya in Nairobi.

The chairperson of the Cricket South Africa (CSA) board, Lawson Naidoo, was also delighted with the ICC announcement. "This is great news for cricket in South Africa and indeed the entire African continent," he said. "CSA had submitted a compelling bid for the men's World Cup to return to our shores and **for Africa to again enjoy the sporting, social and economic benefits of hosting this**

**prestigious world cricket event.** "We are delighted that through this tournament the world will get a view of the abundance of talent that abounds in this beautiful part of the world." Namibia, who recently created history at the T20 World Cup by reaching the latter stages of the tournament, are included as co-**hosts despite having limited cricketing resources in the country.**

**Source:** Sport Africa. (2021) *The International Cricket Council (ICC) has announced that the 2027 men's Cricket World Cup will be hosted in Africa.* <https://www.bbc.com/sport/africa/59309723> [07 September 2022]

**Task:**

- a. The article identifies some concerns over the hosting of the event, how can Integrated Marketing be used to present a positive image and identity for the event? [20 marks]
- b. Discuss how social media can be used to communicate with the event's different stakeholder groups. [20 marks]

**Section B.**

2. You have been appointed as the project manager for a professional volleyball team that is to be established in Gweru.

**Task:**

Design a strategic communication model for the volleyball club. [20 marks]

3. Recent research has shown an increasing number of hybrid events. The 2023 Cricket World Cup will similarly engage technology to reach a large audience.

**Task:**

As the communications manager of the Cricket World Cup planning committee, how would you incorporate changing technology in your communication plan? [20 marks]

You have recently established a sport public relations company. However, you need to convince existing professional sport organisations of the importance of communication in sport.

**Task:**

Discuss communication in sport and its role in the sport industry. [20 marks]

5. Sport is globally acclaimed as a social institution with significant social implications. It has been used to address social issues over the years.

Task: As the communication manager of Adidas Zimbabwe, what are the social issues you need to take into consideration when developing the communication plan for Adidas Zimbabwe?

**20 marks]**

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

**END OF PAPER**