

Course Specification

Course Summary Information		
1	Course Title	MA Future Media MA Future Media with Professional Placement
2	Course Code	PT0781-01 PT1431-01
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	<p>Learn how to cut through noise, create meaningful content and activate innovative campaigns with right-first-time solutions.</p> <p>MA Future Media is a progressive, future-facing, course that combines advertising agency methods, content production skills and digital marketing strategies for your progression in creative communications and media, across all digital channels and platforms. The programme's 'practice-led, theory-applied' teaching helps you to pivot your credentials and talent to align with new and evolving industry opportunities.</p> <p>The course reflects the wider industry collective; job markets you want to identify with, and your own aspirations: from sustainable futures to creative innovation, online safety, ethical practice, content production, strategic decision-making, and greater, more representative inclusivity for all in burgeoning creative industries.</p> <p>These considerations are immediate and essential in media creation and communication. How, for example do we weigh positives in generative AI, like augmented creativity against negatives like bias? How do we address an online-driven epidemic of anxiety in young people? What separates fact from fiction in all our news and social feeds? Many agencies and authors advocate firmer regulations, in-person interactions and more meaningful, inclusive reflections of our human condition.</p> <p>Throughout MA Future Media, your teaching and learning are led by highly experienced academics with award winning creative credentials and in-class contributions from professional practitioners at the cutting edge of their profession. This is further enriched through hands-on content creation in our state-of-the-art studios.</p> <p>In your year on the programme, you'll be planning creative marketing and advertising campaigns with ad agencies, meeting potential mentors and employers, and developing brand and product promotions with clients. You'll be creating content in professional contexts and building new user journeys in contemporary and emerging technologies with our industry standard resources for your assignments, and for your own continuing professional development.</p>

7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Future Media	7	180
	Master of Arts with Professional Placement	7	240
7b Exit Awards and Credits Awarded			
	Postgraduate Certificate Future Media	7	60
	Postgraduate Diploma Future Media	7	120

8 Variation from the University Regulations	
	<i>Not applicable</i>

9 Delivery Patterns			
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full Time	City Centre	12 months	PT0781
Full Time with Professional Placement	City Centre (and Placement provider)	18 months	PT1431
Part Time	City Centre	24 months	TBC

10 Entry Requirements	
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	<p>MA Future Media facilitates the academic and professional progression of postgraduate students who want to optimise their credentials and personal development sustainably into emerging media trends in creative, commercial, and corporate communications careers.</p> <p>These aims are framed in a transformative teaching and learning experience that references academic and industry benchmarks. The course curriculum, learning outcomes and level progression reflect SEEC and FHEQ level 7 academic credit descriptors, (2021), built on the 4 skills categories adopted by QAA, (2001/2): development of knowledge and understanding, cognitive/intellectual skills, key/transferable skills and practical skills. Additionally, industry accredited marketing models, like P.R. Smith's S.O.ST.A.C.® (2024), scaffold teaching and learning through professional workflows.</p> <p>This dual approach systematically enables active learning through the disciplined application of method in academic, creative and strategic practice: from the analysis of industry reports on the latest market trends, to sustainable content creation using professional production resources and technologies.</p> <p>As students progress through each credit level, working with tutors and professional practitioners, they acquire the skill sets required by industry for sustainable employment, as summed up by <i>Futurimpose</i> agency founder and creative director Ollie Olanipekun who is looking for people with cultural awareness, new perspectives, innovative disruption and research capability.</p> <p>During postgraduate certificate, for example, students learn how research informs campaign design: this helps students use new knowledge to articulate creative ideas authoritatively.</p> <p>In the diploma, students put their knowledge into action: collaboratively and innovatively planning campaigns and making the media assets to deliver them.</p> <p>In the master's project, students further consolidate knowledge, unlocking personal and professional potential, autonomously making strategic decisions about their progression, exploring specialisms and experimenting with career options.</p> <p>This journey often includes working with industry and/or academic mentors whom students have been introduced to or identified during their studies. These important relationships add unique professional value to core teaching and tutorial support, frequently advancing students' final projects into employment and/or further postgraduate or doctoral study.</p>

12	Course Learning Outcomes
	Knowledge and Understanding
1	Methodically evaluates appropriate marketing and/or communications theories, ideas, concepts and debates to address corporate, advertising and media communications challenges.
2	Critically analyses research data for robust information, insight and ideas to formulate strategic and systematic proposals in media communications and/or advertising opportunities.
3	Implements sustainability methodologies and directives in the design and development of creative media communications projects and/or activities and their activation/implementation.
4	Uses interpersonal, team and networking skill sets, and advanced project management techniques to measurably support self and others' performance through collaborative practice.
5	Generates expertise in content creation through the successful production of media assets / visualisations to meet the complex demands of a creative brief.
	Skills and Other Attributes
6	Systematically applies awareness of ethical, regulatory and professional values and codes of conduct in all marketing and media communications activity.
7	Challenges bias by actively promoting and demonstrably ensuring best practice equality, diversity and inclusion (EDI) is always present in self, others, institutions and technologies.
8	Autonomously learns specialist expertise in media and communications through personal or professional interests aligned to opportunities in course curriculum or faculty collaborations.
9	Creates collaborative relationships with internal and/or external practitioners in the sector to facilitate mentorship and enable contextual learning.
10	Designs advanced specialist projects and/or activities to strategically enhance own and/or others learning, work or practice within unpredictably complex contexts.

13	Level Learning Outcomes
	<i>Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:</i>
1	Critically evaluate current research techniques, models, methods and advanced scholarship in advertising, and marketing communications.
2	Take ownership and responsibility for leading the systematic and critical evaluation of own and others' capabilities, performance and development e.g. peer assessment.
3	Formulate innovative proposals to address strategic issues or opportunities in complex media and marketing communications contexts.
4	Systematically explain marketing and/or media communications campaign recommendations to critical and unpredictable audiences.
	<i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i>
1	Innovate in the application of knowledge, through critical awareness of current problems or new insights in media trends, advertising and the communications sector.
2	Use advanced project management skills through collaborative practice in complex client and/or competition driven challenges.
3	Create effective content by using appropriate production resources and technologies to visualise measurable media communications.
4	Demonstrate self-direction, in solving complex creative and strategic problems; acting autonomously to plan and implement theoretical and practical actions at professional levels.

14	Course Learning, Teaching and Assessment Strategy
	<p>MA Future Media teaching and assessment strategy is rooted in the University's practice-led, theory-applied, teaching philosophy, and the teaching alignments described by Gerald Jones in <i>Gatekeepers, Midwives and Fellow Travellers: The Craft and Artistry of the Adult Educator</i>, (2005). In these alignments, the teaching team and students actively move from linear teaching relationships in classes, through shared dialogue and enablement in seminars and tutorials, towards self-directed and autonomous learning and experimentation in communities of practice.</p> <p>All classes and interactions are face-to-face and teaching strategies including investigation, acquisition, discussion, practice, collaboration and production methods appropriate to the aims and Level 7 learning outcomes in each phase of the course. Although the modules appear to be distinct, engagement with the course is holistic and fluid.</p> <p>Industry partners from client-side and agency-side professional practice in creative and end-to-end communications companies contribute to the teaching and learning experience: in classes, forums and crucially as mentors, selected by students to add unique and bespoke insight that aligns to their personal and professional development.</p> <p>The learning and teaching strategies include:</p> <ul style="list-style-type: none"> • face-to-face lectures (provide an in-depth understanding of the topic). • professional guest speakers (industry insight and opportunity to meet a mentor). • studio practice (professional disciplines in audio and video spaces). • workshops (hands-on training in the use of professional content creation tools). • group projects (for teamworking and collaborative skills). • seminars (designed to encourage dialogue and interactivity around a topic). • field trips (places course teaching and learning in the professional, industry context). • electronic content (module specific webinars, videos and lecture slides). • networking with our partners and other professionals (another chance to meet a mentor). <p>Assessment: Assessment is formative and summative. The work presented for the assessment will demonstrate the extent to which a student is currently <u>fulfilling</u> or has <u>fulfilled</u> the learning outcomes for the module.</p> <p>Formative Assessment In all modules there are opportunities for formative feedback and feedforward in the form of tutorials which provide verbal and/or written feedback. All of these, together with opportunities for students to engage in peer learning and assessment, provide opportunities for the student to attain a higher level of performance in the final summative assessment.</p> <p>Summative Assessment This final assessment giving the mark for the module, is known as a summative assessment. An evaluation of achievement is identified through specified assessment criteria aligned to each of the module learning outcomes. The assessment of submitted work is carried out by staff teaching on the modules. Students receive written feedback for each summative assessment.</p>

15	Course Requirements		
15a	Level 7: <i>To complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):</i>		
	Module Code	Module Name	Credit Value
	****	Discovery and Design	40
	****	Research Through Practice	20
	****	Strategy and Activation	40
	****	Professional Project	60
	<i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i>		
	Module Code	Module Name	Credit Value
	ADM****	Industry Project	20
	ADM****	Independent Creative Entrepreneur	20
	ADM****	Work Placement	20
	<i>In order to qualify for the award of MA Future Media with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i>		
	Module Code	Module Name	Credit Value
	PLA6003	Professional Placement	60

15b Structure Diagram
Level 7

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Course Structure: MASTERS FUTURE MEDIA (FT)									
Year 1									
Cohort	S1 wks 1-4	S1 wks 5-8	S1 wks 9-12	S2 wks 1-4	S2 wks 5-8	S2 wks 9-12	S3 wks 1-4	S3 wks 5-8	S3 wks 9-12
September Full-Time	Module: Discovery & Design (40 Credits)			Module: Strategy & Activation (40 Credits)			Module: Professional Project (60 credits)		
	Module: Research Through Practice (20 Credits)			Module: Faculty Module (20 Credits)					

Course Structure: MASTERS FUTURE MEDIA (PT)									
Year 1									
Cohort	S1 wks 1-4	S1 wks 5-8	S1 wks 9-12	S2 wks 1-4	S2 wks 5-8	S2 wks 9-12	S3 wks 1-4	S3 wks 5-8	S3 wks 9-12
September Part-Time 1	Module: Discovery & Design (40 Credits)			Module: Strategy & Activation (40 Credits)			S3 Summer Break in Studies		

Course Structure: MASTERS FUTURE MEDIA (PT)									
Year 2									
Cohort	S1 wks 1-4	S1 wks 5-8	S1 wks 9-12	S2 wks 1-4	S2 wks 5-8	S2 wks 9-12	S3 wks 1-4	S3 wks 5-8	S3 wks 9-12
September Part-Time 2				Module: Professional Project (60 credits)			Professional Project (continues)		
	Module: Research Through Practice (20 Credits)			Module: Faculty Module (20 Credits)					

16	Overall Student Workload and Balance of Assessment
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Level 7

Workload

8.3% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150
Directed Learning	1290
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	
Coursework	80%
In-Person	20%