Course Specification

Course Summary Information		
1	**Course Title**	MA Future Media
2	**BCU Course Code**	PT0781
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	

6	**Course Description**

Future Media is a postgraduate MA course that 'does what it says on the tin':

- 'Future' is finding your future and exploiting future developments in the digital marketing and advertising industry.
- 'Media' is acquiring your digital media skill-set with marketing professionals, media agencies and emerging technologies.

The MA Future Media course combines professional agency practice with the latest industry insights and authoritative academic methods. It's a winning formula and a proven pathway to success for our graduates:

"Today is the first day of the internship that I secured after graduating from the course… and everything they've thrown at me so far, Future Media has made me fully equipped to deal with …" Rishma Hansil, MA Future Media graduate 2015.

What's covered in the course?

Future Media helps you to gain real-world experience and knowledge so that you are 'ready for industry' when you graduate. In your year on the course, you'll be planning digital marketing and advertising campaigns, developing brand and product promotions, making mobile, social and video content with industry professionals and building new user journeys with some of the best production resources in the country.

For the first nine months, you'll have classes three days per week at Birmingham City University's City Centre campus. For the remaining three months you'll be working on the Final Major Project of your choice to professionalise your own expertise in the digital skill-sets you want develop.

You'll get to work with our industry partners; these include: Unruly, Mediacom, Think Jam, Found and BBC Creative. You'll also get to work in multidisciplinary teams with other Birmingham Institute of Creative Arts courses to broaden your skill-sets and fine-tune your own expertise with your MA and MSc peers.

Overall, Future Media offers you the opportunity to grow in your own professional development and academic progression whilst collaborating with your peers and working with industry professionals on traditional, new and emerging digital media in marketing and advertising communications projects.

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

8	Derogation from the University Regulations
	Not applicable

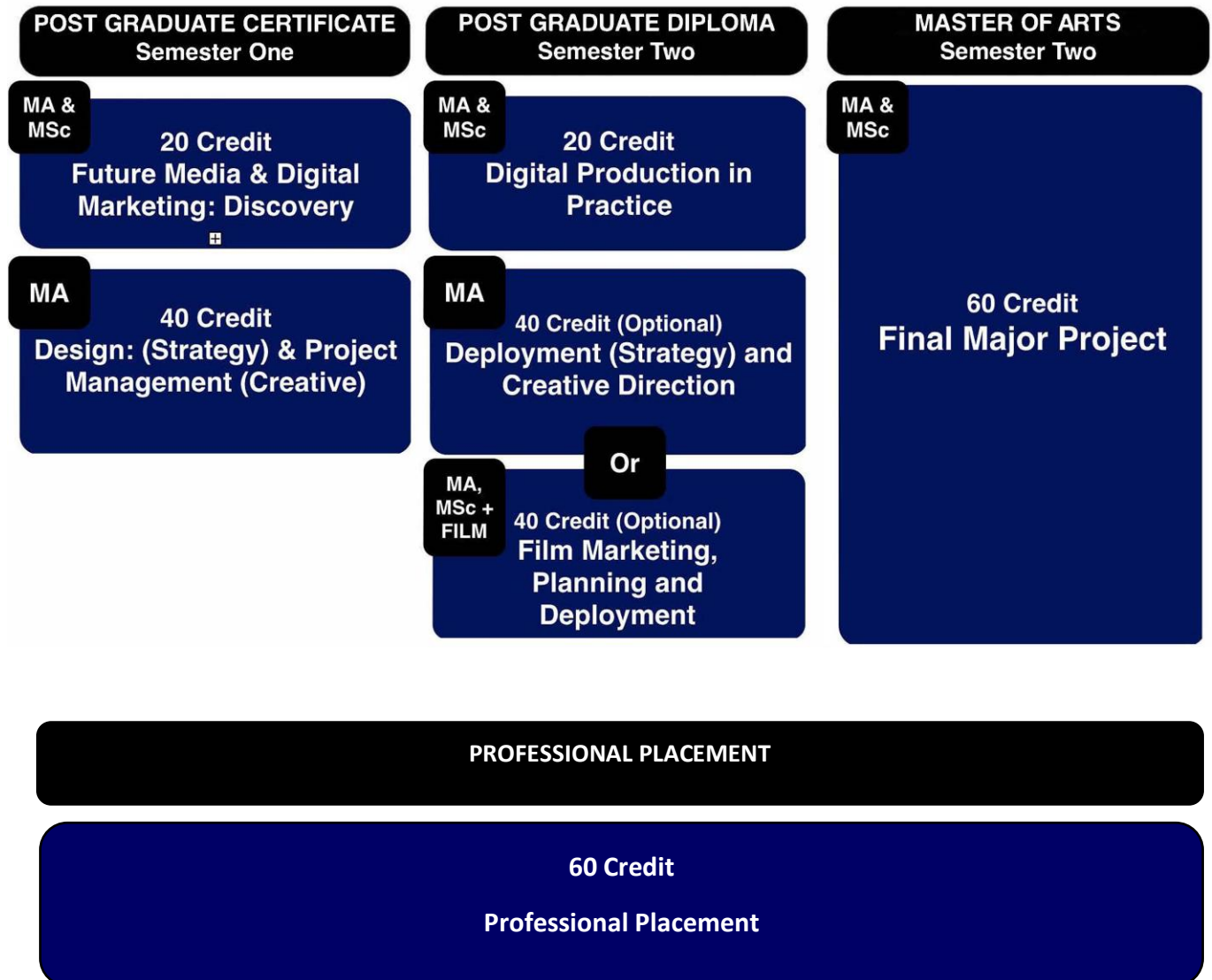| 9	Delivery Patterns		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full Time	City Centre	1 year	PT0781
Full Time with Professional Placement	City Centre (and placement provider)	18 months	PT1431

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/.

11	**Course Learning Outcomes**
Knowledge and Understanding	
1	Apply the disciplines and practices of established academic theories and industry models.
2	Undertake research and sift relevant data to present appropriate insights on demand.
3	Demonstrate project management skills in strategic approaches to problem solving.
4	Analyse project outcomes to make persuasive recommendations at a professional level.
Cognitive and Intellectual Skills	
5	Evaluate and deploy knowledge, concepts and ideas in practical, verbal and written forms.
6	Defend informed and authoritative insights based on rigorous research and critical analysis.
7	Synthesise learning to develop common solutions across shared project objectives.
8	Critically reflect on personal practice and modify accordingly for self and others.
Practical and Professional Skills	
9	Demonstrate awareness and sensitivity in reviewing, directing and applying working methods in collaborative projects.
10	Use skills appropriate to a methodical and systematic approach to problem solving.
11	Show systematic approaches to ideation and innovative thinking.
12	Visualise creative decision-making through competent use of digital production technologies.
Key Transferable Skills	
13	The skills to elicit the co-operation of others and work collaboratively across disciplines and cultures.
14	Use a variety of forms of communication and expression and employ them effectively
15	Show competency in the use of digital media production, deployment and measurement tools.
16	Demonstrate self-directed organisational skills and expertise in the effective planning and management of work-place projects to professional standards.

12	**Course Requirements**

| 12a | **Level 7:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):

Module Code	Module Name	Credit Value
MED7324	Future Media and Digital Marketing: Discovery	20
MED7345	Design: (Strategy) and Project Management (Creative)	40
MED7348	Digital Production in Practice	20
ADM7000	Major Project	60

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MED7344	Deployment (Strategy) and Creative Direction	40
MED7351	Film Marketing, Planning and Deployment	40

Level 6:

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:

Module Code	Module Name	Credit Value
PLA6003	Professional Placement	60

12b   Structure Diagram

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.

POST GRADUATE CERTIFICATE
Semester One

MA & MSc — 20 Credit **Future Media & Digital Marketing: Discovery** ⊞

MA — 40 Credit **Design: (Strategy) & Project Management (Creative)**

POST GRADUATE DIPLOMA
Semester Two

MA & MSc — 20 Credit **Digital Production in Practice**

MA — 40 Credit (Optional) **Deployment (Strategy) and Creative Direction**

Or

MA, MSc + FILM — 40 Credit (Optional) **Film Marketing, Planning and Deployment**

MASTER OF ARTS
Semester Two

MA & MSc — 60 Credit **Final Major Project**

PROFESSIONAL PLACEMENT

60 Credit

Professional Placement

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	266
Directed Learning	1174
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	60%
Exam	
In-Person	40%