Course Specification

Course Summary Information		
1	**Course Title**	MA Media Production
2	**BCU Course Code**	PT1106
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**
	The MA Media Production course gives you the opportunity to kick start or further your career in the television and radio industries. The postgraduate course offers a clear progression pathway for students who have already completed undergraduate studies in television or radio.
	For those who already have industry experience, or are looking to change career path, the course provides the chance to learn additional skills and apply professional media practice to your existing resume.
	What's covered in the course?
	While this is largely a practical course that will give you the professional skills you'll need to work in a fast-paced, real world television or radio environment, you'll also study production theory.
	You'll develop a detailed knowledge of how both mediums work today and how they are constantly evolving. Professional practice is embedded into the course which will prepare you for a career in either the television or radio industries.
	You'll also use your academic thinking to evaluate the current state of digital media, giving you the opportunity to reflect critically on your own performance.
	Throughout the course, you'll be supported by academic staff who are experience in television and radio production.
	If you have an interest in television production you will develop a detailed knowledge of how production processes work and will be encouraged to explore online content development and distribution. The specialist television modules mirror industry approaches and therefore you will operate as a production team to complete assignments in both modules.
	Students who follow the radio pathway will develop both live and pre-recorded production skills for traditional AM/FM broadcasting, as well as podcasting, and other online forms of audio distribution. You'll also learn about community radio and explore how radio is used as an educational tool for social and economic development.

If your ambitions lie in setting yourself up as a freelancer with a focus on technical skills we will encourage you to develop your entrepreneurial and networking skills and engagement with social media platforms to establish a robust foundation to launch your professional career.

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Media Production	7	180
	Master of Arts Media Production with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Media Production	7	60
	Postgraduate Diploma Media Production	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)
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Full Time	City Centre	1 year	PT1106
Full Time with Professional Placement	City Centre (and placement provider)		

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	A critical understanding of media theory, production and industrial perspectives and the relationships between these systems of knowledge
2	Knowledge of a range of research approaches – the ability to critically evaluate a wide range of research methodologies and to apply them in a sustained manner to theoretical/production and industrial modes of enquiry
3	Knowledge of media industries within international contexts – a critical understanding of the cultural, economic, political and regulatory contexts across a range of transnational media case-studies
4	The ability to critically evaluate your own production and industry skills and practices against wider transdisciplinary debates within the field
Cognitive and Intellectual Skills	
5	Independent Learning – the ability to research and apply a wide range of concepts relevant to media conventions

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6	Analytical skills – the ability to critically evaluate a range of media methodologies in order to apply them to theoretical, production and industry case-studies
7	Critical reflection – the ability to evaluate your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions
8	Research skills – the ability to originate research questions and new fields of critical enquiry by drawing on a wide range of existing sources, and conceptual frameworks
Practical and Professional Skills	
9	Technical skills – the ability to apply a range of audio visual production processes to wider debates within the media field
10	A critical understanding of professional context – the ability to apply Master's level debates to a real world working environment
11	Creative skills – develop as a critical maker, creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies
12	The ability to produce work which demonstrates a critical understanding of media forms, structures, audiences in their international contexts
Key Transferable Skills	
13	The ability to work in an independent and creative manner across a variety of research and collaborative settings
14	The capacity to deliver research led reports of a specified length, format, brief and deadline, which use appropriate referencing sources as part of their presentation
15	The ability to work independently and in a self-motivated manner to create a sustained piece of research and or a production/industry artefact
16	The ability to combine, synthesise and critically comment upon a range of ideas and express them in both written and creative works

12	**Course Requirements**

12a	**MA Media Production (Television Production Strand)**

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
MED7330	Television Documentary and Features	20
MED7332	Television Factual Entertainment	20
MED7366	Research in Practice	20
ADM7001	Work Placement	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
MED7334	Narrative: From Media to Interactive Media	20
MED7325	Social Media as Culture and Practice	20
MED7339	Live Events and Festival Management	20
MED7353	Film Festivals, Marketing and PR	20
MED7326	Strategic Communication for Social Change	20
MED7374	Law, Regulation and Institutions	20
MED7333	Researching Media Cultures	20

MA Media Production (Radio and Audio Production Strand)

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
MED7342	Radio and Audio Production	20
MED7340	Community and Development Radio	20
MED7366	Research in Practice	20
ADM7001	Work Placement	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
MED7334	Narrative: From Media to Interactive Media	20
MED7325	Social Media as Culture and Practice	20
MED7339	Live Events and Festival Management	20
MED7353	Film Festivals, Marketing and PR	20
MED7326	Strategic Communication for Social Change	20
MED7374	Law, Regulation and Institutions	20
MED7333	Researching Media Cultures	20

Level 6:

In order to qualify for the award of MA Media Production with Professional Placement, a student must successfully complete all of the Level 7 modules listed above of their chosen strand 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.

MA Media Production (TV Production Strand)

SEMESTER 1	SEMESTER 2	SEMESTER 3	Placement
Core Module (20 Credits) MED7330 Television Documentaries and Features	Core Module (20 credits) MED7332 Television Factual Entertainment		
Option Module 1 (20 credits) MED7375 Social Media as Culture and Practice or MED7334 Narrative: From Media to Interactive Media or MED7339 Live Events and Festival Management	Option Module 2 (20 credits) MED7326 Strategic Communication for Social Change or MED7353 Film Festivals, Marketing and PR or MED7333 Researching Media Cultures or MED7374 Law, Regulation and Institutions	ADM7000 Major Project (Dissertation) (60 credits)	PLA6003 Professional Placement (60 credits)
Core module (20 Credits) MED7366 Research in Practice	Core Module (20 Credits) ADM7001 Work Placement		

MA Media Production (Radio and Audio Production Strand)

SEMESTER 1	SEMESTER 2	SEMESTER 3	Placement
Core Module (20 Credits) MED7342 Radio and Audio Production	Core Module (20 credits) MED7340 Community and Development Radio	ADM7000 Major Project (Dissertation) (60 credits)	PLA6003 Professional Placement (60 credits)
Option Module 1 (20 credits) MED7375 Social Media as Culture and Practice or MED7334 Narrative: From Media to Interactive Media or MED7339 Live Events and Festival Management	Option Module 2 (20 credits) MED7326 Strategic Communication for Social Change or MED7353 Film Festivals, Marketing and PR or MED7333 Researching Media Cultures or MED7374 Law, Regulation and Institutions		
Core module (20 Credits) MED7366 Research in Practice	Core Module (20 Credits) ADM7001 Work 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.

MA Media Production (Television Production Strand)

Level 7

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	220
Directed Learning	120
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

MA Media Production (Radio and Audio Production Strand)

Level 7

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	220
Directed Learning	1220
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	92%
Exam	
In-Person	8%