

Course Specification

Course Summary Information		
1	Course Title	MA Media and Cultural Studies
2	BCU Course Code	PT1120
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
	<p>Our MA Media and Cultural Studies course is designed to help you to develop careers as an academic or as a professional cultural or media worker. The postgraduate course has emerged out of the Birmingham Centre for Media and Cultural Research and focuses on the expertise of scholars actively involved in a range of live research projects. You'll be encouraged to develop as an internationally-minded research professional.</p> <p>What's covered in the course?</p> <p>You will have the opportunity of becoming involved in live research projects and scholarly activities within Birmingham Centre for Media and Cultural Research. Areas of expertise include Jazz and Aesthetics working with the London Jazz Festival; Evaluating Cultural Leadership and Diversity; audience engagement projects funded by Nesta.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Media and Cultural Studies	7	180
	Master of Arts Media and Cultural Studies with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Media and Cultural Studies	7	60
	Postgraduate Diploma Media and Cultural Studies	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	PT1120
Full Time	City Centre (and placement provider)		

10	Entry Requirements
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/.</p>	

11	Course Learning Outcomes
Knowledge and Understanding	
1	In-depth knowledge and understanding of existing research in the field including a balance of classic, new and centre-generated research.
2	Critical familiarity with the significant and complex issues and challenges (conceptual, practical and ethical) within research in media and cultural studies.
3	Broad awareness of an appropriate range of arts and humanities, and subject-specific research methods, how they can be applied and the implications of such choices.
4	Insights into the range of professional and creative practices in the media and cultural industries, the opportunities for further study, and an awareness of the culturally diversity and international nature of media cultures.
Cognitive and Intellectual Skills	
5	Analysis of the history and contemporary nature of media forms, institutions and cultures of production and consumption.
6	Apply existing theoretical frames from within and outside the field of media and cultural studies to original case studies in order to interpret a range of media cultures.
7	Evaluate existing theoretical frames by testing their value in original case studies to develop critical reflection and reflexivity.
8	Synthesise existing theoretical frames and insights developed through practical research to establish critiques of existing theory and original insights into specialist aspects of media cultures.
Practical and Professional Skills	
9	Audit personal, professional and academic achievements and skills, diagnose areas for development, set personal objectives, and produce developed plans for period of study and professional development.

10	Select and explore case studies as effective vehicles for developing academic, research and professional insights and testing theories and existing research into media cultures and institutions.
11	Participate in, and reflect on, academic and professional practice.
12	Design and conduct a research project to answer a research question or problem, using well-selected methods and appropriate theoretical frames and critically reflect on the outcomes.
Key Transferable Skills	
13	Use and develop IT platforms, libraries and archives, and work in a critical, open and enquiring manner in a range of academic and professional situations.
14	Work independently and in teams, to advanced standards of professional and academic practice, and plan to external deadlines and make effective use of time.
15	Reflect on personal development and prepare plans for the future.
16	Communicate research methods and findings, ideas and practice to different audiences in a variety of media.

12	Course Requirements																														
12a	<p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED7336</td> <td>Cultural Theory</td> <td>20</td> </tr> <tr> <td>MED7333</td> <td>Researching Media Cultures</td> <td>20</td> </tr> <tr> <td>ADM7003</td> <td>Industrial Practice and Context</td> <td>20</td> </tr> <tr> <td>MED7361</td> <td>Creative Industries and Cultural Policy</td> <td>20</td> </tr> <tr> <td>MED7366</td> <td>Research in Practice</td> <td>20</td> </tr> <tr> <td>ADM7001</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM7000</td> <td>Major Project</td> <td>60</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to qualify for the award of MA Media and Cultural Studies 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></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED7336	Cultural Theory	20	MED7333	Researching Media Cultures	20	ADM7003	Industrial Practice and Context	20	MED7361	Creative Industries and Cultural Policy	20	MED7366	Research in Practice	20	ADM7001	Work Placement	20	ADM7000	Major Project	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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12b Structure Diagram

SEMESTER 1	SEMESTER 2	SEMESTER 3	Placement
MED7336 Cultural Theory (20 credits)	MED7333 Researching Media Cultures (20 credits)	ADM7000 Major Project (Dissertation) (60 credits)	PLA6003 Professional Placement (60 credits)
ADM7003 Industrial Practice and Context (20 credits)	MED7361 Creative Industries and Cultural Policy (20 credits)		
MED7366 Research in Practice (20 credits)	ADM7001 Work Placement (20 credits)		

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	220
Directed Learning	1220
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	