

Course Specification

Course Summary Information		
1	Course Title	MA Radio and Podcasting
2	Course Code	PT1883 PT1884 (PP)
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)	N/A

6	Course Description
	Developed and delivered in partnership with the BBC, our MA Radio and Podcasting will help you develop advanced skills, industry insight and creative confidence for careers in today's rapidly evolving audio landscape. Designed for aspiring presenters, producers and audio creators, this course combines specialist teaching, hands-on production experience and independent creative practice while exploring audience strategy, community building and content distribution across platforms. Whether you're building on previous study, industry experience or an existing radio show or podcast, you'll graduate with a professional portfolio, practical experience and the confidence to make your mark in the audio and digital media industries. Teaching will take place at BCU's City Centre Campus and, subject to final planning approval, at the BBC's new Midlands headquarters at the Tea Factory, located just a short walk away in Birmingham's creative quarter. What's covered in this course? You'll develop advanced production skills while creating a range of targeted audio and audio-visual content. Working in industry-standard studios and editing suites, you'll gain hands-on experience with professional equipment and software, building expertise in areas such as sound design, live production, audience engagement and multi-platform distribution. Alongside practical production, you'll explore the strategic and creative aspects of the audio industry. Topics include audience strategy, community building, branding, content distribution, original format development and monetisation. Through self-directed practice and real-world production projects, you'll have opportunities to develop and test original ideas while building on your existing production skills. The course also examines the changing nature of the audio sector, helping you understand how emerging technologies, data and platform developments are influencing production, distribution, commissioning and business models. You'll critically examine contemporary developments in professional audio practice while gaining insight into how the industry continues to evolve. Throughout your studies, you'll be supported by BBC staff, experienced academics, technical demonstrators and visiting industry professionals. Collaborative projects with external partners

	provide valuable opportunities to build industry experience, expand your professional network and gain insight into the realities of working in today's audio and digital media environment. By graduation, you'll have developed a professional portfolio of work, experience of live production and the practical and creative skills needed to pursue careers as a presenter, producer or creative entrepreneur. You will benefit from studying in one of the world's most established radio markets, while the BBC partnership provides valuable insight into contemporary British broadcasting and professional practice.
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	MA Radio and Podcasting	Level 7	180
	MA Radio and Podcasting with Professional Placement	Level 7	240
7b	Exit Awards and Credits Awarded		
	Post Graduate Certificate in Radio and Podcasting	Level 7	60
	Post Graduate Diploma in Radio and Podcasting	Level 7	120

8	Variation from the University Regulations
	Not applicable

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre and BBC Tea Factory	1 year
	Full Time with Placement	City Centre and BBC Tea Factory	18 months

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
1	Develop advanced, critically thinking, audio professionals with the technical, editorial and storytelling skills to produce original radio, podcast, audio content for contemporary media industries.
2	Provide an industry-informed learning experience shaped by the expertise and practices of the BBC and wider audio sector.
3	Build strategic audience development skills, enabling students to grow sustainable listener communities across live, on-demand and series-based formats.
3	Develop production skills spanning audio and audio-visual formats, including short-form social media content.
4	Develop editorial judgement and research-informed creative practice, shaping original ideas into effective radio, podcast and audio formats.

5	Equip students with an understanding of platforms, business models and the evolving audio landscape, preparing them to work as independent producers or within broadcast and digital organisations.
6	Build professional networks, industry positioning and creative ambition, supporting progression into specialist roles across radio, podcasting and audio production.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Critically evaluate and synthesize the creative, technical and strategic processes involved in advanced radio, podcast and audio production, from concept to distribution and audience impact.
2	Analyse and apply audience data, platform analytics and industry trends to inform sophisticated production, editorial and commissioning decisions.
3	Critically reflect on own creative and professional practice, situating it within scholarly, ethical and industry debates in audio and broadcast media.
4	Design and apply advanced research methodologies to investigate audio formats, audience behaviour and the evolving industry landscape.
5	Demonstrate advanced editorial judgement as a creative practitioner, experimenting with format and technology to develop original, audience-informed audio/visual/online content.
	Skills and other attributes
6	Design and produce broadcast-quality radio, podcast and associated audio-visual content using industry-standard production techniques, demonstrating technical competency across formats.
7	Operate strategically within professional broadcast and podcasting contexts, applying advanced understanding of commissioning, funding, branding, monetisation and regulatory frameworks.
8	Design and develop original audio (and audio-visual) content that demonstrates sophisticated command of format, structure, audience and platform-specific conventions across live and on-demand output.
9	Communicate professionally across written, verbal and audio media, including pitching original ideas and formats to industry stakeholders.
10	Lead and deliver sustained, independent and collaborative project work to professional standards, demonstrating advanced skills in strategic thinking, negotiation and creative leadership.

13	Level Learning Outcomes
	<i>Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:</i>
1	Apply advanced techniques in presenting, recording, editing, structure and sound design to produce audio work that reflects industry-standards.
2	Apply research-informed methods of enquiry and testing to develop original creative ideas for audio production.
3	Demonstrate a systematic understanding of contemporary approaches to storytelling and audio-visual production within radio, podcasting and audio production.
4	Reflect critically on own creative and professional practice, identifying priorities for further development and strategies to reach personal goals.
	<i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i>
1	Originate and shape original radio, podcast and audio formats for effective distribution to targeted and diverse audiences/communities.
2	Critically evaluate strategic audience development, personal/programme branding and distribution models within contemporary audio industries.
3	Operate with an understanding of professional practices within industry contexts, demonstrating awareness of commissioning, funding and freelance considerations.
4	Synthesize advanced production, planning and strategic skills to resolve complex problems in audio format development.
5	Engage critically with innovation, monetisation models and emerging platforms shaping the radio, podcasting and audio industries.

	<i>Upon completion of 180 credits at Level 7 the Master's Degree, students will be able to:</i>
1	Demonstrate a systematic and critical understanding of current and emerging issues, theories and practices at the forefront of radio, podcasting and audio-based media.
2	Originate and independently produce a substantial, original piece of audio or audio-visual work that makes a distinct contribution to professional practice.
3	Exercise substantial autonomy and initiative in planning, managing and delivering complex, self-directed creative and research-informed work.
4	Critically evaluate complex, incomplete or contradictory industry, audience and research data to inform sophisticated production and strategic decisions.
5	Communicate complex ideas and outcomes with authority to specialist and non-specialist audiences, including industry and academic stakeholders.
6	Demonstrate the professional judgement, strategic insight and industry readiness expected of a practitioner operating at Master's level within the radio, podcasting and audio industries.

14	Course Learning, Teaching and Assessment Strategy
	All our taught postgraduate courses align with the university's Learning, Teaching and Assessment Strategy. This ensures that your learning is shaped by the research, professional practice and industry expertise of our academic staff. The relationship between research and teaching means that your course reflects current developments in media and creative practice while encouraging critical enquiry, innovation, experimentation and the development of new approaches to professional practice. Our inclusive approach to curriculum and pedagogy recognises and values the diverse experiences, perspectives and professional aspirations of our postgraduate community. This creates a learning environment that encourages critical engagement with contemporary social, cultural, technological and ethical issues while promoting equality, inclusion and social responsibility. Through collaborative learning, research-informed teaching and independent creative practice, you will develop the confidence, critical awareness and professional expertise required to operate as an advanced practitioner within the radio, podcasting and audio industry. Throughout your studies, you will develop postgraduate attributes, such as the ability to critically evaluate ideas, undertake independent enquiry, respond creatively to complex challenges and produce innovative work that contributes to contemporary media and creative industries. How you will learn Your learning will combine advanced seminars, lectures, practical workshops, studio production, collaborative projects, industry engagement and independent creative practice. The course has been developed in partnership with the BBC, providing opportunities to engage with industry professionals and explore contemporary approaches to broadcasting, audio production and digital media. This is complemented by our wider network of industry, community and research partners. You will be encouraged to critically reflect on established industry practices, explore emerging technologies and develop your own creative identity as a media professional. Through independent projects and collaborative activities, you will apply advanced knowledge and skills to real-world creative challenges, developing solutions that demonstrate originality, critical understanding and professional awareness. Opportunities for industry engagement with practitioners from across the industry and not just the BBC and for professional networking are embedded throughout the course, enabling you to apply your learning within relevant creative contexts. Flexible approaches to learning are integrated across the curriculum, including blended learning, recorded materials, online activities and intensive practical sessions where appropriate. As a postgraduate student, you will be expected to take increasing ownership of your learning journey, developing the independence, resilience and reflective practice required of advanced creative

professionals. Academic staff will support your development through supervision, tutorials and specialist guidance, while guest speakers, technical demonstrators, industry practitioners and academic researchers will contribute to your learning through workshops, masterclasses and professional engagement activities.

Throughout the course, you will build a professional portfolio of creative work that demonstrates your developing expertise, critical thinking and ability to produce work suitable for professional, research or further academic contexts.

How you will be assessed

All assessments are designed to enable you to demonstrate achievement of the learning outcomes for each module and the course. Assessment methods may include critical essays, research-informed reports, case studies, practical productions, creative portfolios, presentations, project proposals and independent creative projects.

Assessment is mainly coursework-based, reflecting the applied and reflective nature of postgraduate study. Assessments are designed to test technical ability and to encourage critical analysis, creative experimentation, problem-solving and the application of advanced knowledge to professional practice. While many assessments are completed individually, there are also collaborative projects which reflect authentic industry practices and encourage the development of professional communication, teamwork and leadership skills. Each module provides opportunities for formative assessment, enabling you to develop your ideas, refine your practice and respond to guidance before final submission.

Tutorials and in-class support provide opportunities to discuss your work in progress, explore ideas and receive constructive feedback. Following submission, feedback will support your continued academic, creative and professional development, helping you to refine your practice beyond the course.

What we expect of you

Your course is designed to support you in becoming an independent, reflective and critically engaged creative practitioner. Through questioning, researching, experimenting, producing and evaluating your own work, you will develop the advanced knowledge, confidence and professional skills required to contribute meaningfully to contemporary audio industries.

As a postgraduate student, you will be expected to actively engage with debates within your discipline, challenge existing approaches and take responsibility for your own creative and intellectual development. You will be encouraged to develop an individual perspective, make informed creative decisions and demonstrate a sustained commitment to professional growth.

Your final project will provide an opportunity to integrate your learning through a substantial independent piece of creative or research-informed work, supported by academic supervision. This will enable you to demonstrate your ability to conceptualise, plan, produce and critically evaluate work to an advanced professional standard.

15	Course Requirements																											
15a	Level 7: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>Audio Production and Storytelling</td><td>30</td></tr><tr><td></td><td>Formats and Programme Development</td><td>30</td></tr><tr><td></td><td>Podcast and Radio Formats</td><td>30</td></tr><tr><td></td><td>Professional Practice</td><td>30</td></tr><tr><td></td><td>Production Lab</td><td>30</td></tr><tr><td></td><td>Major Project</td><td>30</td></tr></table> Level 6: <i>In order to qualify for the award of MA Radio and Podcasting with Professional Placement, a student must successfully complete Level 7 modules listed above, totalling 180 credits, as well as the following Level 6 module:</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA6003</td><td>Professional Placement</td><td>60</td></tr></table>	Module Code	Module Name	Credit Value		Audio Production and Storytelling	30		Formats and Programme Development	30		Podcast and Radio Formats	30		Professional Practice	30		Production Lab	30		Major Project	30	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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	Audio Production and Storytelling	30																										
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	Podcast and Radio Formats	30																										
	Professional Practice	30																										
	Production Lab	30																										
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Module Code	Module Name	Credit Value																										
PLA6003	Professional Placement	60																										

15b	Structure Diagram
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Level 7

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
Core Audio Production and Storytelling (30 credits)	Core Podcast and Radio Formats (30 credits)	Core Production Lab (30 credits)
Core Formats and Programme Development (30 credits)	Core Professional Practice (30 Credits)	Core Major Project (30 Credits)

16	Overall Student Workload and Balance of Assessment
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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. 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 assessments

The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7**Workload****13.7% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	248
Directed Learning	700
Private Study	852
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	84%
Exam	0%
In-Person	16%