

Course Specification

Course Summary Information		
1	Course Title	MA Sports Media and Journalism
2	Course Code	PT1885 PT1886 (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 Sports Media and Journalism course is designed to develop advanced sports journalism skills and accelerate your career in a competitive media industry. Aligned to the corporation's journalistic practices, the course combines specialist industry input, real-world production projects and self-directed practice. You'll develop the professional skills needed to create content across broadcast, digital and social media platforms, while critically evaluating the rapidly evolving sports media landscape. Based in one of the UK's leading sporting cities, you'll study against the backdrop of major football clubs, international cricket, athletics and world-class sporting events. 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? This practice-led Master's course explores the fast-moving world of sports journalism and media. You'll develop the skills to research, create and deliver compelling sports content across broadcast, digital and social platforms, while gaining insight into the forces shaping contemporary sports media. Working alongside BBC staff, academics and industry professionals, you'll gain experience of the full content production process, from story development and live reporting through to production, editing and distribution. You'll cover sport across a range of formats while building practical skills in journalism, multimedia storytelling and content creation. Alongside hands-on production, you'll explore how audiences consume sports content, investigate emerging industry trends and examine the ethical, legal and commercial considerations that shape modern journalism. Throughout the course you'll build a portfolio of professional work and develop the confidence, creativity and industry awareness needed to thrive in a competitive and evolving sector.

	You will benefit from studying in one of the world's most established television and radio nations, while the BBC partnership provides valuable insight into contemporary British broadcasting and professional practice.
--	---

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	MA Sports Media and Journalism	Level 7	180
	MA Sports Media and Journalism with Professional Placement	Level 7	240
7b	Exit Awards and Credits Awarded		
	Post Graduate Certificate Sports Media and Journalism	Level 7	60
	Post Graduate Diploma Sports Media and Journalism	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	Code(s)
Full Time		City Centre and BBC Tea Factory	1 year	PT1885
Full Time with Placement		City Centre and BBC Tea Factory	18 months	PT1886

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
	• Develop advanced, critical thinking professional sports journalism skills - including technical and editorial, which are necessary to produce traditional and contemporary media content. • Equip students with skills and knowledge that facilitate long-term employability through industry-informed learning in partnership with the BBC. • Develop multi-media and multi-platform skills, incorporating advanced industry-standard sports journalism practices. • Build professional networks, industry positioning and creative ambition, supporting progression into specialist roles across sports media and journalism. • Establish and develop professional production practices across a range of genres and platforms in sports journalism and media, across different traditional, digital and social platforms. • Foster an understanding of critical issues and debates within the sports journalism and media production industry. • Cultivate applied knowledge of the legal, regulatory, and ethical contexts within which media content is produced.

12	Course Learning Outcomes
1	Critically analyse and synthesise current research and industry practice to evaluate the technical and editorial factors involved in advanced sports journalism and media.
2	Demonstrate understanding of audience engagement and evolving traditional, digital and social media platforms, using critical enquiry to inform original creative practice.
3	Critically evaluate legal, ethical, regulatory, and professional frameworks governing sports journalism and media, applying these principles to complex production contexts and decision-making.
4	Evaluate and apply advanced research methodologies appropriate to sports journalism and media production, demonstrating an understanding of how research informs creative and professional practice.
5	Demonstrate understanding of industry production documentation and professional practices.
6	Skills and other attributes
7	Design, plan, and manage complex sports journalism and media productions by applying advanced production methodologies, demonstrating originality and professional judgement throughout the production process.
8	Operate strategically within professional broadcast contexts, applying advanced understanding of commissioning, funding, branding, monetisation and regulatory frameworks.
9	Apply advanced technical, creative, and editorial skills across a range of sports journalism and media production genres, integrating digital technologies and professional production workflows to produce industry-standard work.
10	Demonstrate self-direction, teamwork and leadership in planning, managing, and completing independent and collaborative sports media and journalism that evidences advanced scholarship and professional competence.
11	Develop and produce original sports journalism outcomes that demonstrate innovation, critical reflection, ethical and legal awareness, and responsiveness to professional, cultural, and societal challenges.

13	Level Learning Outcomes
	<i>Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:</i>
1	Engage with sport journalism production practices and develop an awareness of professional conventions and industry contexts in relation to your practice.
2	Develop and evaluate journalistic techniques and methods for different platforms and genres.
3	Engage with debates in media scholarship and industry, from global and local perspectives.
4	Communicate ideas creatively demonstrating an understanding of audiences.
5	Evaluate your individual performance, learning and journalistic skills.
	<i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i>
6	Engage critically with a range of scholarly research, and journalistic industry debates.
7	Analyse and synthesise industry standard journalistic production and planning skills to develop solutions to media problems.
8	Apply creative and advanced level knowledge and skills within real world contexts to create original sports journalism work.
9	Situate your journalistic practice within scholarly and / or industry contexts.
10	Reflect critically your professional and personal development as a sports journalist.
	<i>Upon completion of 180 credits at Level 7 the Masters Degree, students will be able to:</i>
11	Demonstrate a systematic and critical understanding of current and emerging issues, theories and practices at the forefront of sports journalism.
12	Originate and independently produce a substantial portfolio of sports journalism work that makes a distinct contribution to professional practice.
13	Exercise substantial autonomy and initiative in planning, managing and delivering complex, self-directed creative and research-informed work.

14	Critically evaluate complex, incomplete or contradictory industry, audience and research data to inform sophisticated production and strategic decisions.
15	Communicate complex ideas and outcomes with authority to specialist and non-specialist audiences, including industry and academic stakeholders.
16	Demonstrate the professional judgement, strategic insight and industry readiness expected of a practitioner operating at Masters level within the sports journalism field.

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 and professional networking with practitioners from across the industry and not just the BBC 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>		
	Module Code	Module Name	Credit Value
		Sports Journalism Practice	30
		Live Sports Reporting	30
		Sports Media and Industry	30
		Professional Practice	30

	Production Lab	30
	Major Project	30

Level 6:

In order to qualify for the award of MA Sports Media and Journalism with Professional Placement, a student must successfully complete Level 7 modules listed above, totalling 180 credits, as well as the following Level 6 module:

Module Code	Module Name	Credit Value
PLA6003	Professional Placement	60

15b Structure Diagram
Level 7

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
Core Sports Journalism Practice (30 credits)	Core Sports Media and Industry (30 credits)	Core Production Lab (30 credits)
Core Live Sports Reporting (30 credits)	Core Professional Practice (30 Credits)	Core Major Project (30 Credits)

16 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. 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	93%
Exam	0%
In-Person	7%