

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) Media and Communication
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0648 P910
3	<b>Awarding Institution</b>		
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		

6	Course Description
	<p>Get practical, professional preparation for a career in media with our BA (Hons) Media and Communication degree course.</p> <p><b>What's covered in the course?</b></p> <p>This course is based in Birmingham City University's £62 million Parkside facility - one of the biggest university media centres in the UK.</p> <p>One of the first UK media degrees, our BA (Hons) Media and Communication course mirrors the workflow of the industry, offering practical, professional preparation for a rewarding career.</p> <p>Helped by strong links with many influential media organisations, the course offers an industry-relevant blend of production, theory and professional studies.</p> <p>Teaching takes place in environments where you gain most, such as radio, TV and photography studios, editing suites, computer suites, as well as lecture theatres, seminar rooms, social learning spaces and online.</p> <p>You will use blogs and employ social media channels along with other interactive media to support your work and self-development into becoming a thinking media worker.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Media and Communication	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Media and Communication	4	120
	Diploma of Higher Education Media and Communication	5	240
	Bachelor of Arts Media and Communication	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full Time	City Centre	3 years	US0648

<b>10</b>	<b>Entry Requirements</b>
	<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>, or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a>.</p>

<b>11</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge &amp; Understanding</b>
<b>1</b>	Describe media forms and genres, and the way in which they organise understandings, meanings and affects
<b>2</b>	Select research methods and apply them creatively
<b>3</b>	Explain creative industries contexts showing an understanding of the cultural, economic, political and regulatory contexts of the creative industries
<b>4</b>	Demonstrate an understanding of your own creative processes and practice through engagement in more than one production practice
	<b>Cognitive &amp; Intellectual Skills</b>
<b>5</b>	Utilise Independent Learning skills and become a self-motivated, and resourceful individual capable of developing a personal programme of study
<b>6</b>	Analyse texts and data in order to draw sensible insights
<b>7</b>	Evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions
<b>8</b>	Employ appropriate methods and resources to explore research, drawing on a range of sources, and frameworks
	<b>Practical &amp; Professional Skills</b>
<b>9</b>	Develop competency with appropriate equipment, software or other resources
<b>10</b>	Operate within a professional context, as a thinking creative worker, aware of the commissioning and funding structures and of how to operate within in a cultural industries workplace
<b>11</b>	Develop as a creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies
<b>12</b>	Produce work which demonstrates an understanding of media forms, structures, audiences and specific communication registers
	<b>Key Transferable Skills</b>
<b>13</b>	Perform productively and creatively in a group or team, as well as individually, showing abilities at different times to listen, contribute and lead, as well as act effectively by oneself
<b>14</b>	Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate of a problem-solving, and entrepreneurial approach
<b>15</b>	Communicate effectively in interpersonal settings, in writing and in a variety of media
<b>16</b>	Specify ideas and information in order to formulate arguments cogently, and express them effectively

<b>12</b>	<b>Course Requirements</b>																																										
<b>12a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 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>MED4119</td> <td>Researching the Media and Communication</td> <td>40</td> </tr> <tr> <td>MED4120</td> <td>Introduction to Media Contexts and Practice 1</td> <td>20</td> </tr> <tr> <td>MED4121</td> <td>Introduction to Media Contexts and Practice 2</td> <td>20</td> </tr> <tr> <td>MED4131</td> <td>Professional and Academic Development</td> <td>20</td> </tr> <tr> <td>ADM4002</td> <td>Collaborative Project</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 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>MED5186</td> <td>Research 1</td> <td>20</td> </tr> <tr> <td>MED5146</td> <td>Advanced Media Contexts and Practice</td> <td>20</td> </tr> <tr> <td>MED5183</td> <td>Professional and Academic Development</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete one the following CORE OPTIONAL modules (totalling of 20 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>ADM5006</td> <td>Collaborative Practice 2 (or Live Project, or Work Placement)</td> <td>20</td> </tr> <tr> <td>ADM5001</td> <td>Live Project (or Collaborative Practice, or Work Placement)</td> <td>20</td> </tr> <tr> <td>ADM5000</td> <td>Work Placement (or Collaborative Practice or Live Project)</td> <td>20</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED4119	Researching the Media and Communication	40	MED4120	Introduction to Media Contexts and Practice 1	20	MED4121	Introduction to Media Contexts and Practice 2	20	MED4131	Professional and Academic Development	20	ADM4002	Collaborative Project	20	Module Code	Module Name	Credit Value	MED5186	Research 1	20	MED5146	Advanced Media Contexts and Practice	20	MED5183	Professional and Academic Development	20	Module Code	Module Name	Credit Value	ADM5006	Collaborative Practice 2 (or Live Project, or Work Placement)	20	ADM5001	Live Project (or Collaborative Practice, or Work Placement)	20	ADM5000	Work Placement (or Collaborative Practice or Live Project)	20
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***In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.***

**OPTIONAL MODULES 1**

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
MED5171	Gender, Sexuality and the Body	20
MED5158	Alternative Lifestyles (Pleasure, Leisure and Taboo)	20
MED5164	Comedy in the Media and Popular Culture	20
MED5180	Perspectives on Community and Alternative Media	20
MED5184	Race, Ethnicity and the Media	20
MED5176	Media and Materiality	20
MED5168	Fandoms and Subcultures	20
MED5166	Communities of Practice: Culture, Heritage and Space	20
MED5170	Film Cultures	20
MED5177	Media Censorship and Regulation	20
MED5163	Celebrity Culture	20

***In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.***

**OPTIONAL MODULES 2**

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
MED5157	Advanced Visual Communication	20
MED5178	Music Industry Promotional Practices	20
MED5165	Commercial Production for Radio	20
MED5185	Radio Documentary	20
MED5169	Fashion Photography	20
MED5181	Photojournalism	20
MED5159	Bi-Media drama	20
MED5196	Television Studio	20
MED5161	Campaigning and Investigative journalism	20
MED5179	Music, Media and Digitalisation	20
MED5167	Digital Content Distribution	20
MED5202	Creating Compelling Content	20
MED5217	Digital Storytelling	20

**Level 6:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):***

Module Code	Module Name	Credit Value
MED6188	Professional Media Contexts and Practice	20
MED6176	Professional and Academic Development	20
MED6172	Major Project	60

***In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.***

Module Code	Module Name	Credit Value
MED6191	Queer Studies and Popular Dissidence	20
MED6193	Sex, Texts and Activism	20
MED6192	Science-Fiction and Fantasy	20
MED6196	Understanding Social Media: practices, cultures and debates	20
MED6171	DIY Music Cultures	20
MED6173	Media and Music Heritage and Archives	20
MED6164	Affect, Emotion and the Media	20
MED6116	Promotional Culture	20
MED6195	Transnational Radio Cultures	20
MED6168	Cinema and Psychoanalysis	20
MED6194	Technology and Transmedia Storytelling	20
MED6107	Creativity in the Media	20
MED6174	Media Activism	20
MED6175	Media, Crime and Deviance	20
MED6190	Quality Global Television	20
MED6170	Digital Public Sphere	20

## 12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

### Level 4

SEMESTER ONE	SEMESTER TWO
<b>Researching the Media and Communication (40 credits - core)</b>	
<b>Introduction to Media Contexts &amp; Practice Module 1 (20 credits core)</b>	<b>Introduction to Media Contexts &amp; Practice Module 2 (20 credits core)</b>
<b>Professional &amp; Academic Development (20 credits - core)</b>	<b>Collaborative project – Media Festival (20 credits core)</b>

### Level 5

<b>Research 1 (20 credits – core for specialists, options for broad course)</b>	<b>Option 1 (20 credits)</b>
<b>Advanced Media Contexts and Practice 1 (20 credits)</b>	<b>Option 2 (20 credits)</b>
<b>Professional &amp; Academic Development (20 credits - core)</b>	<b>Live Project/Collaborative Practice 2 /additional work placement (20 credits – core)</b>

### Level 6

<b>Professional Media Contexts and Practice (20 credits – core)</b>	<b>Professional &amp; Academic Development (20 credits - core)</b>
<b>Research option (20 credits)</b>	<b>Major project (60 credits)</b>

### 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 4

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	220
Directed Learning	740
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

#### Level 5

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	170
Directed Learning	710
Private Study	320
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

#### Level 6



**Workload**

% time spent in timetabled teaching and learning activity

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	116
Directed Learning	740
Private Study	344
<b>Total Hours</b>	1200

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	0
In-Person	0