

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Fashion and Beauty Journalism
2	BCU Course Code	UCAS Code	US0891 P502
3	Awarding Institution		
4	Teaching Institution(s) (if different from point 3)		
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)		

6	Course Description
	<p>Get practical preparation for a career reporting on the fashion and beauty industry with our BA (Hons) Fashion and Beauty Journalism degree course. You'll develop the skills to cover a range of topics for print, digital, TV and radio, including live events, interviews and running collaborative liveblogs. You'll also explore the global impact of fashion and beauty journalism on audiences. Students will be armed with mobile reporting kits to work as real reporters from day one.</p> <p>We pride ourselves on teaching creative, contemporary journalism underpinned by traditional values and skills. That means learning the core media and communication skills that every working reporter needs before you specialise in an area that interests you.</p> <p>You'll be challenged academically – often by some of the industry's leading names – and you'll be expected to undertake meaningful work experience placements in media environments, and work on live stories, learning how to craft a story in a way that engages the audience.</p> <p>By the time you graduate, you'll be a thinking journalist with a specialism in fashion and beauty journalism. You'll also be adaptable to the changes that the industry faces. Birmingham City University's journalism graduates have gone on to work for Sky, BBC, Trinity Mirror and the Express & Star. Others have scooped prestigious awards at the Midlands Media Awards while still studying.</p> <p>What's covered in the course?</p> <p>BA (Hons) Fashion and Beauty Journalism is delivered by industry experts from broadcast, print and digital and provides a strong foundation for a future professional career with a range of related outlets, from magazines to online platforms.</p> <p>The Live Newsroom modules will get you to the heart of the action, covering a range of stories across a wide variety of fashion and beauty areas and preparing coverage for our award-winning Birmingham Eastside website and other partner outlets. You will get the chance to apply practical mobile reporting skills in a real-world environment for platforms including TV, radio, print and digital. Our strong links with key journalism organisations means you'll also get the chance to work on live briefs and projects throughout the course.</p>

	<p>Teaching is delivered in state-of-the-art studios and facilities, as well as on location. Our newsroom media hub allows for collaborative work as part of the wider Birmingham City University journalism community, while access to the University's innovative School of Fashion and Textiles will also offer a whole host of opportunities on your doorstep.</p> <p>Through our Global and Community Impact modules there will be a chance to undertake placements as well as embed yourself within communities and fashion organisations to tackle key issues in real depth.</p> <p>The focus on innovation and entrepreneurship will encourage you to think critically about the journalism landscape. This will allow you to be one step ahead of future trends in world of fashion and beauty journalism.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Fashion and Beauty Journalism	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Fashion and Beauty Journalism	4	120
	Diploma of Higher Education Fashion and Beauty Journalism	5	240
	Bachelor of Arts Fashion and Beauty Journalism	6	300

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
			Code(s)
			US0891

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/, or may be found by searching for the course entry profile located on the UCAS website.</p>		

11	Course Learning Outcomes
	Knowledge and Understanding – graduates will develop:
1	Define journalism media forms and genres, and the way in which they organise understandings, meanings and affects
2	Apply a range of research approaches and methods
3	Cite cultural, economic, political and regulatory contexts of the journalism industry
4	Analyse your own creative processes and practice through engagement in a variety of production practices
	Cognitive and Intellectual Skills
5	Develop Independent Learning skills - become a self-motivated, and resourceful individual capable of developing a personal programme of study
6	Analytical skills in order to draw sensible insights
7	Evaluate your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions
8	Employ appropriate methods and resources to explore research, drawing on a range of sources, and frameworks
	Practical and Professional Skills
9	Develop competency with appropriate equipment, software or other resources
10	Develop as a thinking creative journalist, aware of the structures and of how to operate within a journalism industries workplace
11	Develop as a creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies
12	Produce work which demonstrates an understanding of journalism forms, structures and audiences
	Key Transferable Skills
13	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
14	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
15	Communicate effectively in interpersonal settings, in writing and in a variety of media
16	Specify ideas and information in order to formulate arguments cogently, and express them effectively

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12a	<p>Level 4:</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>MED4158</td> <td>Live Newsroom 1</td> <td>40</td> </tr> <tr> <td>MED4163</td> <td>Introduction to Journalism Landscapes</td> <td>20</td> </tr> <tr> <td>MED4162</td> <td>Journalism Law and Ethics</td> <td>20</td> </tr> <tr> <td>FAS4023</td> <td>Trend Forecasting</td> <td>20</td> </tr> <tr> <td>MED4165</td> <td>Global and Community Impact 1</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 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>MED5XXX</td> <td>Live Newsroom 2</td> <td>40</td> </tr> <tr> <td>MED5XXX</td> <td>Disruptive Publishing</td> <td>20</td> </tr> <tr> <td>MED5XXX</td> <td>Journalism Futures</td> <td>20</td> </tr> <tr> <td>MED5XXX</td> <td>Global and Community Impact 2</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5169</td> <td>Fashion Photography</td> <td>20</td> </tr> <tr> <td>MED5181</td> <td>Photojournalism</td> <td>20</td> </tr> <tr> <td>MED5185</td> <td>Radio documentary</td> <td>20</td> </tr> <tr> <td>MED5196</td> <td>Television Studio</td> <td>20</td> </tr> <tr> <td>MED5182</td> <td>PR Planning and Delivery</td> <td>20</td> </tr> <tr> <td>MED5178</td> <td>Music Industry Promotional Practices</td> <td>20</td> </tr> <tr> <td>ADM5006</td> <td>Collaborative Practice</td> <td>20</td> </tr> </tbody> </table> <p>Level 6:</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>ADM6006</td> <td>Major Project</td> <td>60</td> </tr> <tr> <td>MED6XXX</td> <td>Live Newsroom 3</td> <td>20</td> </tr> <tr> <td>MED6XXX</td> <td>Global and Community Impact 3</td> <td>20</td> </tr> <tr> <td>MED6XXX</td> <td>Journalism Innovation and Entrepreneurship</td> <td>20</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED4158	Live Newsroom 1	40	MED4163	Introduction to Journalism Landscapes	20	MED4162	Journalism Law and Ethics	20	FAS4023	Trend Forecasting	20	MED4165	Global and Community Impact 1	20	Module Code	Module Name	Credit Value	MED5XXX	Live Newsroom 2	40	MED5XXX	Disruptive Publishing	20	MED5XXX	Journalism Futures	20	MED5XXX	Global and Community Impact 2	20	Module Code	Module Name	Credit Value	MED5169	Fashion Photography	20	MED5181	Photojournalism	20	MED5185	Radio documentary	20	MED5196	Television Studio	20	MED5182	PR Planning and Delivery	20	MED5178	Music Industry Promotional Practices	20	ADM5006	Collaborative Practice	20	Module Code	Module Name	Credit Value	ADM6006	Major Project	60	MED6XXX	Live Newsroom 3	20	MED6XXX	Global and Community Impact 3	20	MED6XXX	Journalism Innovation and Entrepreneurship	20
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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.

	Semester 1	Semester 2		
Year 1	Live Newsroom 1 (40)			
	Journalism Law & Ethics (20)	Introduction to Journalism Landscapes (20)	Trend Forecasting (20)	Global and Community Impact 1 (20)
Year 2	Live Newsroom 2 (40)			
	Journalism Futures (20)	Disruptive Publishing (20)	Optional Module (20)	Global and Community Impact 2 (20)
Year 3	Live Newsroom 3 (20)	Major Project (60)		
	Journalism Innovation and Entrepreneurship (20)		Global and Community Impact 3 (20)	

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	230
Directed Learning	730
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	0
In-Person	20%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	240
Directed Learning	720
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	0
In-Person	20%

Level 6
Workload
% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	129
Directed Learning	831
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	75%
Exam	0
In-Person	25%