Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Journalism
2	**Course Code**	US0892
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**
	This course will prepare you for a career in journalism by providing you with the knowledge and cutting-edge skills required to be a professional journalist. You will become an agile, independent reporter working across multiple platforms with the ability to understand the democratic role of journalism in society, ensuring a diversity of stories are told. The course will enable you to become an adaptable journalist capable of working in innovative, engaging and entrepreneurial ways. This course has been designed in close collaboration with leading industry experts and researchers in journalism. Through a range of complementary modules, you will learn a diverse set of journalistic skills for all news platforms and understand the wider issues that face the journalism industry. The course will prepare you for everything from live reporting to interviewing key figures, enabling you to ask the difficult questions required to cover the key contemporary issues that make up an ever-changing and increasingly diverse news agenda. You will learn through research-and practice-informed teaching and have the chance to undertake placement opportunities. You will develop creative storytelling skills that allow you to offer insight into important issues and shed light on a diverse range of news stories, all underpinned by traditional skills and knowledge needed to excel in journalism. As well as technical skills, you will also develop the ability to analyse, innovate and explore theoretical concepts to enable you to make your mark in the industry or progress to further study. Through activities such as workshops and live reporting sessions, you will work on real stories giving you a clear insight of the impact they can have at a local, national and international level. On completion, you will be equipped with the ability to be adaptable to take advantage of the diverse range of opportunities on offer. Our BA (Hons) Journalism course is delivered by industry experts from broadcast, print and digital, providing a strong foundation for a professional career. Our strong links with key journalism organisations means students will also get the chance to work on live briefs as well as producing content for our award-winning Birmingham Eastside website. Our newsroom media hub also allows for collaborative work as part of the wider Birmingham City University journalism community. Our graduates have gone on to work for Sky, BBC, Reach Plc, ITV News, South West News Service, MKFM, Birmingham world and the Express & Star. Others have scooped prestigious awards while still studying with us..

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

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	3 years	US0892
Professional Placement Year	City Centre	4 years	US1334

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
	The aims of the course are to: • introduce learners to core skills, knowledge, concepts and scholarly debates required to both operate in, engage with and shape the advancement of the journalism industry. • nurture and support independent, innovative, passionate and creative reporters wanting to tell a diverse range of stories and offer a voice to under-represented communities locally, nationally, and globally. • examine disruptive/digital platforms, tools and emerging technological innovations which will allow learners to explore branding/entrepreneurial opportunities at a range of levels with both traditional and alternative outlets. • offers opportunities to apply practical mobile reporting skills in a real-world environment for all platforms including TV, radio, print and digital platforms. • equip students with an understanding of the role of journalism within the industry and society more widely. • ensure graduates are prepared for the future of journalism and emerge equipped to work in this dynamic sector.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Initiate, develop and realise distinctive journalism work relevant to a range of audiences.
2	Critique and interrogate theoretical frameworks related to journalism.
3	Analyse and critique creative, editorial and technical processes related to the production of journalism.
4	Investigate how cultural, economic, political and technological factors shape the journalism industry.
5	Apply relevant and appropriate ethical, legal and regulatory frameworks relevant to journalistic practice.
	Skills and other Attributes
6	Produce compelling and timely news stories with consideration for topicality and industry metrics.
7	Produce journalism using relevant software and hardware for a range of media platforms and audiences.
8	Work productively both individually and collaboratively within newsroom settings.
9	Select and apply research methods creatively, reflexively and effectively in order to interrogate journalistic practice and industry.
10	Produce journalism that aligns with professional standards and communicates effectively to local, national, or international communities of interest.

13	Level Learning Outcomes
	Upon completion of Level 4 / the Certificate of Higher Education, you will be able to:
1	Develop a range of transition skills to successfully study at university level.
2	Engage with a range of core theoretical concepts which underpin media production and cultural practices of reception.
3	Explore journalism formats and concepts of news values and newsworthiness.
4	Recognise and utilise journalism newsgathering and research methods to create journalism artefacts.
5	Reflect critically on your individual performance and learning.
	Upon completion of Level 5 / the Diploma of Higher Education, you will be able to:
1	Research and produce journalism artefacts for audiences using recognised and innovative storytelling approaches.
2	Consolidate and develop advanced media production and planning skills to reach a wide range of audiences.
3	Critically reflect on contemporary challenges, issues and opportunities within journalism.

4	Understand and apply legal and ethical considerations to journalistic production.
5	Critically engage with and research contemporary issues related to media, culture and society.
6	Engage with a range of academic, professional, and personal opportunities related in preparation for working within the journalism and communications industries.
	Upon completion of 60 credits at Level 6 / the Bachelor's Degree, you will be able to:
1	Critique a range of media and cultural concepts and practices and their impact on society.
2	Synthesize advanced creative production and planning skills to develop solutions to problems.
3	Apply professional level knowledge and skills within real world contexts to create distinctive work
4	Be industry ready and equipped for pursuing a career in your chosen field.

14	**Course Learning, Teaching and Assessment Strategy**
	All of our taught courses align with our Learning, Teaching and Assessment strategy. This ensures that the teaching on your course will be shaped by the expertise in research and practice of our academic staff. The relationship between research and teaching ensures we can offer a curriculum that incorporates advances in research, emphasises the processes for producing knowledge and adopts an inquiry-based approach, designed to encourage new ideas and experimentation. Our strategy also ensures that the curriculum on your course will be designed and delivered inclusively. Our inclusive approach to curriculum and pedagogy reflects the wide range of contemporary issues which are of concern to our diverse student and staff population. This results in a curriculum which positively engages with and is willing to address and discuss issues of social justice and equality. Our approach is aimed at supporting the building of academic communities of practice and fostering high levels of scholarly professionalism in our students. All courses embed distinctive graduate attributes relevant to the subject and we hope that you will find your course engaging, challenging, stimulating and fun. **How you will learn:** Your learning will be through a mixture of lectures, practical workshops and seminars. Your course also provides an opportunity to undertake work-based learning through a placement. We embed flexible opportunities for you to access your curriculum including recorded lectures, blended learning, on-campus delivery and intensive delivery of some modules. We recognise that students progress to higher education from a variety of educational experiences and that university is a completely new educational environment for most of you. For that reason, you will find that in your first year with us there is a focus on supporting your transition which places an emphasis on developing both the confidence and the competencies required for being successful at your university assignments. Where appropriate, we will bring in external speakers or arrange visits relevant to your specialism. These may be from industry or be focused on a particular specialist academic interest. We have excellent links with industry, community and scholarly partners which we draw on to enhance your learning experience. **How you will be assessed:** All our assessments are designed to ensure that you meet the learning outcomes of your modules and thus of the course overall. Assessment types may include written research reports, essays,

	case studies, practical work, portfolios and presentations. There are no formal examinations on your course, but short classroom tests may be included within an element of assessment. You will be assessed as an individual but there may be times when you will be asked to work within teams and submit assessments as groups. All modules offer chances for formative assessment, that is, informal assessments that are used to assess your understanding before the final submission of your work. Formative assessments also help inform the teaching strategy within a module, identifying areas where we can offer extra help and guidance. We will offer tutorials and a chance for you to discuss your draft assessments before you submit them. Once marked, we will give formal feedback and 'feed forward' on all work submitted, aimed at helping you improve future submissions. **What we expect of you:** Your course is designed so that you experience learning through inquiry: questioning, investigating, examining, exploring, analysing and creating. By engaging fully with your studies and taking up the support we offer you, you will gain the confidence and skills you need to be successful in your studies. As you progress through your course, we will increasingly expect you to study independently. In your final year you will undertake a major project for which you will receive supervision, but we will expect you to organise your learning and undertake independent research. By the end of the course, as a result of your full engagement with your studies, you will be able to begin the next stage of your life as a confident, resilient and socially aware person.

15	**Course Requirements**
15a	**Level 4:** ***In order to complete this course, you must successfully complete all the following CORE modules (totalling 120 credits):***

Module Code	Module Name	Credit Value
MED4196	Understanding Media Texts, Industries and Audiences	20
MED4195	Investigating Media Texts, Industries and Audiences	20
MED4198	Telling Stories with Journalism	20
MED4201	Digital Reporting	20
MED4197	Journalism Techniques	20
MED4194	Community and Industry Collaboration	20

Level 5:
In order to complete this course, you must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
MED5253	Journalism in Context	20
MED5254	Media Law in Practice	20

MED5252	Practical Reporting	20

In order to complete this course, you must successfully complete at least 20 credits from the following indicative list of CORE School modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5001	Live Project	20
ADM5006	Collaborative Practice	20

In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MED5159	Bi-Media Drama	20
MED5164	Comedy in the Media and Popular Culture	20
MED5168	Fandoms and Subcultures	20
MED5181	Photojournalism	20
MED5196	Television Studio	20
MED5202	Creating Compelling Content	20
MED5217	Digital Storytelling	20
MED5219	Radio Documentary and Podcast Production	20
MED5230	Commercial Photography	20
MED5234	Emotion, Media and Culture	20
MED5258	Climate Change, Media Work, and You	20
MED5251	Television From Small Screens to Smart Screens	20
MED5244	Graphic Design	20
MED5 247	PR Campaign Planning	20
MED5261	Digital Creators Lab: Media and Journalism	20
MED5249	Exploring PR, social media and influencers	20
MED5250	Live Music and Media	20
MED5245	Live Radio Production	20

Professional Placement Year (optional)

In order to qualify for the Professional Placement Year, you must successfully complete the following Level 5 module:

Module Code	Module Name	Credit Value
PLA5003	Professional Placement	120

Level 6:

In order to complete this course, you must successfully complete all the following CORE modules (totalling 40 credits):

Module Code	Module Name	Credit Value
MED6221	Advanced Reporting	20
MED6228	Major Project Preparation	20

In order to complete this course, you must successfully complete one module from the following list of CORE-OPTION modules (worth 40 credits)

Module Code	Module Name	Credit Value
MED6225	Major Project - Dissertation	40
MED6226	Major Project - Hybrid	40
MED6227	Major Project - Production	40

In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MED6174	Media Activism	20
MED6196	Understanding Social Media: Practices, Cultures and Debates	20
MED6210	Digital Futures	20
MED6212	Creative Camera	20
MED6215	Radio Station	20
EGL6155	Audio Drama and Podcast Writing	20
MED6233	Audience and User Experience	20
MED6230	Gender, Sexuality and the Body	20
MED6236	Race, Media and Culture	20
MED6232	Popular Music Narratives	20
MED6231	Media Production Company	20
MED6235	Communication in Action	20
MED6229	Feature Writing for News Media	20

15b	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.

Level 4

SEMESTER ONE	SEMESTER TWO
Core modules: MED4196 Understanding Media Texts, Industries and Audiences (20 credits) MED4198Telling Stories with Journalism (20 credits) MED4197Journalism Techniques (20 credits)	Core modules: MED4195 Investigating Media Texts, Industries and Audiences (20 credits) MED4201 Digital Reporting (20 credits) MED4194Community and Industry Collaboration (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core modules: MED5253 Journalism in Context (20 credits) MED5254 Media Law in Practice (20 credits)	Core module: MED5252 Practical Reporting (20 credits)
MED5xxx Media Law in Practice (20 credits)	Core-option module: ADM5000 Work Placement (20 credits) Or ADM5001 Live Project (20 credits) Or ADM5006 Collaborative Practice (20 credits)
Option module (20 credits). One from: • MED5181 Photojournalism • MED5245Live Radio Production • MED5196 Television Studio • MED5164 Comedy in the Media and Popular Culture • MED5168 Fandoms and Subcultures • MED5258 Climate Change, Media Work, and You • MED5244 Graphic Design • MED5247 PR Campaign Planning • MED5202 Creating Compelling Content	Option module (20 credits). One from: • MED5230 Commercial Photography • MED5159 Bi-Media Drama • MED5234 Emotion, Media and Culture • MED5251 Television From Small Screens to Smart Screens • MED5219 Radio Documentary and Podcast Production • MED5261Digital Creators Lab: Media and Journalism • MED5249 Exploring PR, social media and influencers • MED5250 Live Music and Media

	• MED5217 Digital Storytelling

Level 6

SEMESTER ONE	SEMESTER TWO
Core modules: MED6221 Advanced Reporting (20 credits) MED6228 Major Project Preparation (20 credits)	Core-option module: MED6225 Major Project - Dissertation (40 credits) Or MED6226 Major Project - Hybrid (40 credits) Or MED6227 Major Project – Production (40 credits)
Option module (20 credits). One from: • MED6229 Feature Writing for News Media • MED6215 Radio Station • MED6231 Media Production Company • MED6230 Gender, Sexuality and the Body • MED6232 Popular Music Narratives • MED6196 Understanding Social Media: Practices, Cultures and Debates	Option module (20 credits). One from: • MED6210 Digital Futures • MED6174 Media Activism • MED6236 Race, Media and Culture • MED6233 Audience and User Experience • MED6212 Creative Camera • MED6235 Communication in Action • EGL6155 Audio Drama and Podcast Writing

Professional Placement Year (Optional):

Students on the Professional Placement Year version of this course will undertake their placement after their second year of study. They will then return to complete their third year as indicated above.

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. 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

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	720
Private Study	264
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%

Level 5

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	730
Private Study	260
Total Hours	1200

Balance of Assessment

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

Level 6

Workload

13% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150
Directed Learning	714
Private Study	336
Total Hours	1200

Balance of Assessment

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