

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Sports Media and Journalism
2	Course Code	US1614 US1615 (PPY)
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 BA (Hons) Sports Media and Journalism prepares you for a career in one of the fastest-evolving areas of the media industry. The course combines journalism, media production and digital content creation, and you'll develop the practical skills, editorial judgement and professional values needed to create engaging sports content across broadcast, digital and social media platforms. The course reflects contemporary industry practice and the changing demands of sports journalism, including the growing use of data and AI skills, along with the evolution of audience demands. You'll learn professional workflows, multi-platform storytelling and audience-focused content creation, gaining the skills to report confidently across television, radio, online and social media. Through a combination of practical and research-informed learning, you'll develop the knowledge and experience to report on sport at every level. From live match coverage and post-match interviews to investigative features and long-form storytelling, you'll learn how to produce accurate, engaging and responsible journalism for a range of audiences and platforms. The course explores the wider role of sports journalism in society, encouraging you to examine the cultural, social and ethical issues that shape sport today. Alongside developing your reporting and production skills, you'll gain an understanding of journalism's responsibility to represent diverse voices and tell stories that matter, both on and off the pitch. 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? Working in our professional newsroom and media production facilities, you'll create content for audio, video, written and digital platforms while collaborating with students across Birmingham City University's media community. Through workshops, simulated news days and live production projects, you'll gain experience of working to professional deadlines and responding to real editorial briefs.

	You'll also have opportunities to hear from visiting industry professionals and work on live projects with media organisations. Students regularly contribute to our award-winning <i>Birmingham Eastside</i> news website, building a professional portfolio throughout their studies. The course is taught by experienced journalists and academics with backgrounds across broadcast, print and digital media. Their industry expertise, combined with strong links to leading media organisations, ensures your learning reflects current professional practice and emerging trends across the sports media sector. By the time you graduate, you'll have developed the creative, technical and critical skills to pursue careers across sports journalism, broadcasting, digital publishing, content creation and communications. Our graduates have gone on to work for organisations including Sky Sports, BBC Sport, Bauer, Reach plc and the Express & Star, while others have won national journalism awards during their studies. And where better to do this than the home of Premier League and EFL football clubs Aston Villa and Birmingham City, test cricket venue and home of Warwickshire County Cricket Edgbaston Stadium, the 2022 Commonwealth Games venue Alexander Stadium, the Utilita Arena and so much more? Throughout your studies, you'll learn from the insights of BBC staff and other industry professionals, alongside opportunities to engage with broadcasters, sports and creative organisations across Birmingham's exciting media sector. Students will have built a professional portfolio of sports journalism content by the time they graduate.
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Sports Media and Journalism	Level 6	360
	Bachelor of Arts with Honours Sports Media and Journalism with Professional Placement Year	Level 6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Sports Media and Journalism	Level 4	120
	Diploma of Higher Education Sports Media and Journalism	Level 5	240
	Bachelor of Arts Sports Media and Journalism	Level 6	300

8	Variation from the University Regulations
	N/A

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		City Centre and BBC Tea Factory	3 years	US1614
Full Time with Professional Placement Year		City Centre and BBC Tea Factory (and placement provider)	4 years	US1615

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 sports 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 sports and communities. • 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. • develop an understanding of the way in which sports journalism engages with, informs and challenges the wider sports industry.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Critique and interrogate theoretical frameworks related to sports journalism.
2	Design and apply methodological research when conducting sports journalism research.
3	Analyse and critique creative, editorial and technical processes related to the production of journalism.
4	Reflect on and challenge socio-cultural, economic, political and regulatory contexts within the sports journalism industry.
5	Synthesise sports journalism theory and practice knowledge.
	Skills and other attributes
6	Identify and generate ideas that meet professional norms of newsworthiness and topicality, for an identified audience.
7	Produce sports journalistic artefacts using relevant software and hardware for a range of media platforms within a range of sports journalism genres.
8	Develop project management, collaborative, and interpersonal skills around the organisation of sports journalism work.

9	Produce sports journalism that aligns with professional standards and communicates effectively to local, national, or international communities of interest.
10	Develop skills in research and producing compelling content for multimedia platforms.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, you will be able to:</i>
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	Identify and analyse 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.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, you will be able to:</i>
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 and the sports industry.
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.
	<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, you will be able to:</i>
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	Critically appraise the role that sports journalism plays in supporting and critiquing the sports industry.
4	Apply professional level knowledge and skills within real world contexts to create distinctive work.
5	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 to ensure there is a diversity of industry experiences and insights. 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 develops a range of skills, expertise and abilities including research, organisational, communication and critical thinking skills. 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.

5	Course Requirements																																																			
15a	Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>Sports Journalism and Storytelling</td><td>30</td></tr><tr><td></td><td>Core Production skills</td><td>30</td></tr><tr><td></td><td>Live Reporting</td><td>30</td></tr><tr><td></td><td>Media Industries</td><td>30</td></tr></table> Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>PR and Communications</td><td>30</td></tr><tr><td></td><td>Sports Journalism and Investigation</td><td>30</td></tr><tr><td></td><td>Live Sports Production</td><td>30</td></tr><tr><td></td><td>Commissioning and making</td><td>30</td></tr></table> <i>In order to qualify for the award of Bachelor of Arts with Honours Sports Media and Journalism with Professional Placement Year a student must successfully complete the following module:</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PPY5003</td><td>Professional Placement Year</td><td>120</td></tr></table> Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>Innovation in Sports Industry and Media</td><td>30</td></tr><tr><td></td><td>Project Development</td><td>30</td></tr><tr><td></td><td>Professional Practice</td><td>30</td></tr><tr><td></td><td>Major Project</td><td>30</td></tr></table>	Module Code	Module Name	Credit Value		Sports Journalism and Storytelling	30		Core Production skills	30		Live Reporting	30		Media Industries	30	Module Code	Module Name	Credit Value		PR and Communications	30		Sports Journalism and Investigation	30		Live Sports Production	30		Commissioning and making	30	Module Code	Module Name	Credit Value	PPY5003	Professional Placement Year	120	Module Code	Module Name	Credit Value		Innovation in Sports Industry and Media	30		Project Development	30		Professional Practice	30		Major Project	30
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15b Structure Diagram
Level 4

SEMESTER ONE	SEMESTER TWO
Core Sports Journalism and Storytelling (30 credits)	Core Live Reporting (30 credits)
Core Core Production skills (30 credits)	Core Media Industries (30 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core PR and Communications (30 credits)	Core Live Sports Production (30 credits)
Core Sports Journalism and Investigation (30 credits)	Core Commissioning and Making (30 credits)

Level 6

SEMESTER ONE	SEMESTER TWO
Core Innovation in Sports Industry and Media (30 credits)	Core Professional Practice (30 credits)
Core Project Development (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 4

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	192
Directed Learning	696
Private Study	312
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	192
Directed Learning	696
Private Study	312
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	93%
Exam	0%
In-Person	7%

Level 6

Workload

10.7% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	128
Directed Learning	414
Private Study	658
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	85%
Exam	0%
In-Person	15%