



Module Specification

Work Experience

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Part 1: Information

Module title: Work Experience

Module code: UPCNJW-30-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Cultural Studies

Module type: Module

Pre-requisites: None

Excluded combinations: Live Brief 2024-25

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Students will develop their understanding of work in the sector of the media and communication industries relevant to their particular degree and pathway through work experience.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Scheduled classes in level 3 will include information sessions on assignments, individual and small group activities supporting student reflection and assignment development. In-class exercises on relevant career development will supplement the career skills development provided by the module. Critical reflection on personal strengths and areas of development, written and oral and audiovisual communication skills, time management and problem-solving skills are all developed through the module activities and assignments. Module delivery will coordinate with UWE Careers and Placement Support services to optimize the professional development benefits for students.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will undertake work experience amounting to a minimum of 20 days in the summer break between the end of Level 2 and the commencement of Level 3. The work placement will give students practical experience and knowledge of the challenges and responsibilities of working in the relevant professional context of their degree programme and pathway.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify and appraise the knowledge and skills acquired and developed and through the work experience.

MO2 Demonstrate professional oral and visual communication skills, making use of appropriate software and AV tools to illustrate their oral communications.

MO3 Provide evidence of independent time management and problem-solving in responding to workplace challenges.

MO4 Demonstrate a substantial understanding of the workplace organisation's industry context, and the key goals, responsibilities and challenges of working in that professional context.

MO5 Reflect upon the practical challenges encountered when completing a work experience and integrate their findings with an existing body of relevant literature.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Presentation: The student will give a 15 minute oral presentation supported by a visual aid (eg. a Poster or Presentation Slides) which describes and summarizes their work experience or live brief work progress. This will develop professional communication skills in oral and visual communication, and should demonstrate the student's understanding of the work experience context. (Learning outcome 1, 2, 4).

Research Project: students will develop an individual research project arising from their specific learning experiences and agreed with the module leader. The project will concentrate on some aspect(s) of the experience and analyse it in more detail to demonstrate what knowledge has been gained about the relevant media or communications industry context and their professional development in relation to that aspect(s) of the work experience (Learning outcome 1 4, 5).

Plagiarism to be monitored via online submission resources for the project and in class moderation for the presentation.

Assessment tasks:

Presentation (First Sit)

Description: In-class Presentation

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Project (First Sit)

Description: Research Project (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Presentation (Resit)

Description: Presentation

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Project (Resit)

Description: Research Project (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21

Media Communications (Advertising) [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21

Media Communications (Advertising) {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Media Communications (Campaigns) [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21

Media Communications (Public Relations) [Sep][PT][Frenchay][6yrs] BA (Hons)
2020-21

Media Communications (Public Relations) {Foundation} [Sep][SW][Frenchay][5yrs]
BA (Hons) 2020-21

Media Communications (Campaigns) {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2021-22

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Advertising) {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Media Communications [Frenchay] BA (Hons) 2022-23

Media Communications (Advertising) [Frenchay] Not Running BA (Hons) 2022-23

Media Communications (Public Relations) [Frenchay] BA (Hons) 2022-23

Media Communications (Campaigns) [Frenchay] BA (Hons) 2022-23