



MODULE SPECIFICATION

Part 1: Information			
Module Title	Applied Science Communication: Connecting People, Creating Events		
Module Code	USSKNS-15-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Health and Applied Sciences	Field	Applied Sciences
Department	Applied Sciences		
Contributes towards	PG Diploma in Applied Science Communication		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module will support students to develop underpinning knowledge and skills in science communication and public engagement with research.</p> <p>Students will cover eight topics, including an introduction to science communication, audiences, project planning and management, presentation skills, promoting events, facilitation skills and evaluation. Using the readings and self-directed activities to build a strong theoretical background, students will be encouraged to consider how theory can and does inform practice. Students will also be encouraged, via a series of activities, to share their professional and personal experiences of science communication for mutual benefit and learning.</p> <p>At the end of the module students will be equipped with a contemporary understanding of current theory and practice in science communication and public engagement with research, have developed an awareness of key principles of relevance and will have engaged in activities which allow them to explore a range of science communication practices. Students will also develop skills in self-directed learning which will facilitate their studies.</p>
Part 3: Assessment: Strategy and Details
<p>The assessment is designed to test the module learning outcomes, whilst various activities throughout the module will provide formative opportunities for students to garner formative feedback on their selected approach from peers and a range of teaching staff.</p> <p>The assessment comprises two elements (A1 500-word summary of peer feedback) and (B1: 1500-word grant application).</p> <p>The 1,500-word grant application will be modelled on a real world science communication tender or grant</p>

<p>opportunity (e.g. Ingenious scheme) students will develop a grant application. This will include a description of their planned activity, identification of major stakeholders, aims and objectives suitable for the activity and justifiable for the identified target publics, Gantt chart (or other suitable planning tool) and an indication of the evaluation that could be carried out to measure against the projects objectives.</p> <p>In the 500-word summary of peer feedback students will provide a reflective summary of the peer communication and feedback that has been provided, by them, throughout the module. This can include contributions to discussion forums, wikis, and/or live interactive seminars.</p>						
Identify final timetabled piece of assessment (component and element)		Component B1				
% weighting between components A and B (Standard modules only)		<table border="1"> <tr> <td>A:</td> <td>B:</td> </tr> <tr> <td>25%</td> <td>75%</td> </tr> </table>	A:	B:	25%	75%
A:	B:					
25%	75%					
First Sit						
Component A (controlled conditions) Description of each element		Element weighting (as % of component)				
1. 500-word summary of peer feedback		100%				
Component B Description of each element		Element weighting (as % of component)				
1. 1500-word grant application		100%				
Resit (further attendance at taught classes is not required)						
Component A (controlled conditions) Description of each element		Element weighting (as % of component)				
1. 500-word summary of peer feedback		100%				
Component B Description of each element		Element weighting (as % of component)				
1. 1500-word grant application		100%				
Part 4: Learning Outcomes & KIS Data						
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Apply current theory in science communication and engagement (A1, B1); 2. Articulate specific and appropriate objectives for engagement activities (B1); 3. Demonstrate the ability to identify and align key message, audience and medium (B1); 4. Apply project planning and management skills to science communication projects (A1, B1); 5. Design justifiable and effective evaluation strategies for an engagement activity (B1); 6. Critically analyse their own and others' practice (A1). 					
Key Information Sets Information (KIS)	<p>The module will be taught across 10 weeks of online content, comprising: narrated presentations, self-directed learning activities (including designated reading), problem-based learning, discussion forums, wikis, asynchronous feedback opportunities and/or live interactive seminars. In addition, students will be expected to develop advanced knowledge in one or more aspects of course content through independent reading and reflexive practice.</p> <p>The taught time will also include two private study weeks when students will have an opportunity to carry out independent study and review previous weeks contents and materials. A variety of electronic resources will be provided via blackboard to present supplementary support for students during their periods of independent study.</p>					

<p>Contact Hours</p>	<p>Due to the online nature of the module, students will be given very clear guidance on contact times for the module team, as well as dedicated online spaces (including discussion forums) in order to ensure they feel fully engaged as a cohort, despite working at a distance.</p> <table border="1" data-bbox="544 338 1433 703"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">100</td> <td style="text-align: center;">50</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	100	50	0	150
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<p>Total Assessment</p>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="657 1012 1323 1240"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%															
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<p>Reading List</p>	<p>All students will be encouraged to make full use of the electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>This guidance will be available either in the module handbook, via the module information on Blackboard or through the electronic reading list which is available here: https://rl.talis.com/3/uwe/lists/BCC7A988-56F4-9D11-E31B-AC3046F86358.html?lang=en-US&login=1</p>																									

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First SUVP Approval Date	20/11/2018			
Revision CAP Approval Date		Version	1	See UCP Business case approved 7th March 2018