



SECTION 1: KEY PROGRAMME DETAILS

This section provides students with key details about their programme.

PROGRAMME INFORMATION - BA (Hons) Media Communications	
Final Award Title	BA (Hons) Media Communications BA (Hons) Media Communications (Advertising) BA (Hons) Media Communications (Campaigns) BA (Hons) Media Communications (Public Relations)
Default Award Title (Exit Award)	N/A
Interim Award Titles (Exit Awards)	BA Media Communications BA Media Communications (Advertising) BA Media Communications (Campaigns) BA Media Communications (Public Relations) Dip HE Media Communications Cert HE Media Communications
Awarding Institution	UWE Bristol
Teaching Institutions	None
Partner Institutions	N/A
Delivery Locations	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	NA
Faculty Responsible For Programme	Faculty of Arts, Creative Industries and Education
Department Responsible For Programme	Arts and Cultural Industries
Professional Statutory or Regulatory Body (PSRB) Links	None
Apprenticeship	NA
Mode of Delivery	Full time Part-time SW
Entry Requirements	The University's Standard Entry Requirements apply.

PROGRAMME INFORMATION - BA (Hons) Media Communications	
	Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database .
For Implementation From	Sep 2020
Programme Codes	ISIS: P30H JACS/HECOS: 100444

PART B: FOR STUDENT AND ACADEMIC SERVICES COMPLETION ONLY	
First UVP Approval Date	24 March 2020
Date of Last Revalidation (through Programme Enhancement Review)	N/A
Next Programme Enhancement Review Date	2026

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

This section provides students with an overview of the programme, its aims and its learning outcomes. It sets out what prospective and registered students can expect to know, understand and be able to do on successful completion of the programme.

Please write this section in the first person, addressing your prospective students.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

1. (Programme) Overview (c. 400 words)

Communication skills and thinking are underpinned by an understanding of the impact of media in its cultural and historical context and the way viewers respond to media forms and practices. Students also learn about the ways media are used to reach viewers and communicate ideas in a range of other industry sectors, and are equipped to research the ways interactive and participatory media forms require new competencies, and engender different forms of engagement to traditional cultural forms. Students are provided with a rigorous academic training in research methods and skills in analysis, academic writing and presentational skills.

Media Communications embeds cultural research and digital media production skills within a broader understanding and engagement of the dynamics of mediated societies and the role of media in society and the economy at a global level, to prepare students for careers in contemporary digital media and media-utilising enterprises.

Students will develop flexible research and writing skills in a variety of contexts from project analysis and design treatment, project management, inter-team and inter-enterprise communications and online media community fostering. They will be trained in digital media content generation, methods in audience research and address, and creative campaign design. These are supplemented by a training in the use of software used within the industry, and an ability to respond to new developments as the industry innovates. All this takes place alongside the building of skills in analysis, reviewing and formal academic essay writing. Through the degree students are exposed to practitioners to practice the application of their learning. Students are introduced to Bristol's vibrant creative media culture throughout their studies and develop field research attuned to contemporary industry needs. Students also acquire an in-depth understanding of the way that media practitioners work in a fast-changing industry landscape through research exercises and projects conducted in Bristol's vibrant cultural and media sector, culminating in their final year where work placement, live briefs and student-led research projects form major pathways to graduation.

We offer research-led teaching, which means students work alongside tutors on specified research exercises as well as designing their own projects around their chosen focus and interests. This helps them acquire the project design and research skills that are necessary to become professionals able to work independently and as part of a team, in the cultural and media industries, and as independent research project design becomes more pronounced as they proceed through the three years of their study, they are able to prepare a portfolio of written and production work relevant to their chosen vocational pathway.

As well as the main award offering a broad-based range of skills and knowledge in the field of media communications, students have the option to specialise in a particular vocational pathway in the areas of Advertising, Campaigns and Public Relations. Upon choosing one of these pathways, students will be able to experience specialised teaching within their preferred area and benefit from real-world application of theory, research and technical expertise.

2. Educational Aims (c. 4-6 aims)

1. To foster intellectual enquiry into digital media, communications and culture; meeting the (2016) QAA benchmark statements in the development of knowledge, understanding and discipline-specific skills in *media*;
2. To introduce students to key concepts, debates, theories and approaches to the study of media, culture and society;

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

3. To develop knowledge and understanding of a range of media forms, industries and practices, their historical development and their role within contemporary culture, society and communities of interest on a local and global scale;
4. To develop flexible skills in close reading and listening, analytical and intercultural insight, persuasive writing and presentation, research and digital media production appropriate to working and innovating within a transcultural digital communications context broadly conceived;
5. To develop an understanding of the use of different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the culture and the media sector and the artefacts, forms and practices that play a part in forming and informing it;
6. To develop an understanding of the mediated communications industry landscape and an understanding of the diverse employment pathways for communications professionals within a range of industry contexts;

3. Programme Learning Outcomes (c. 6-8 outcomes)**Programme (Learning) Outcomes (POs)**

No.	PO Text
PO1	Develop knowledge and insight of contemporary and emerging developments in the creative economy, the media industries and the applications of multi-platform, social, interactive, participatory and pervasive media, and the diverse employment pathways for media communication professionals within a range of different industry contexts.
PO2	Evaluation and use of significant theoretical and interpretive frameworks for the study of media and culture by using flexible skills in close reading and listening, analytical and transcultural insight, persuasive writing and presentation.
PO3	To develop flexible research skills appropriate to further academic study and professional work in a variety of contexts, reflecting on different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the cultural and media sector.
PO4	To develop skills in digital photography, video, sound, interactive and/or online media production at a level which supports working as a mediated communicator in the cultural and media sector.
PO5	The ability to design, plan, realise and reflect on sustained critical, creative and/or research projects independently and within teams explore these in a systematic and rigorous way, presenting key findings and articulating analytical insights.
PO6	To develop an in-depth understanding of the principles of audience research, content development and creative campaign design and management at a level suitable to working as a mediated communications professional.
PO7	To develop critical, creative and analytical thinking through the execution of research exercises and projects, and/or using practice-based work to interrogate social and cultural processes and practices.
PO8	To develop skills of communication, co-creation and reflection appropriate to working in groups/teams and individually as creative professionals and to presenting ideas within relevant industry and user contexts.

4. Programme (Learning) Outcomes (POs) Mapping

Programme Outcomes:	UPCNHQ-60-1 Contemporary Digital Practice	UPCNHR-30-1 Network Culture	UPCNHP-30-1 Communication Contexts	UPCNHY-30-2 Researching Media Cultures (All pathways)	UPCNHU-30-2 Communication Practice (All pathways)	UPCNHX-30-2 Engaging Audiences (Core award)	UPCNHW-30-2 Creative Cultural Research (Core award)	UPCNJ3-30-2 Screen Media (Core award)	UPCNJ4-30-2 Strategy and Planning (Advertising)	UPCNHV-30-2 Copywriting & Art direction (Advertising)	UPCNHT-30-2 Communicating for Change (Campaigns)	UPCNHS-30-2 Campaigning Contexts & Environments	UPCNJX-30-2 Reputation Management (Public Relations)	UPCNJY-30-2 Social Media Management (Public Relations)	UPCNJW-30-3 Work experience	UPCNJ7-30-3 Communications Live Brief	UABB4F-30-3 Dissertation	UPCNJS-30-3 Media Project	UPCNJ6-30-3 Automatic Society (core award)	UPCNJT-30-3 Music Cultures (core award)	UPCNK3-30-3 Image Cultures (core award)	UPCNJ8-30-3 Consumer Behaviour (Advertising)	UPCNJV-30-3 Social media & digital tools (Advertising)	UPCNJ9-30-3 Creative Campaigns (Campaigns)	UPCNJ5-30-3 Advocacy and Activism (Campaigns)	UPCNJU-30-3 PR Campaign Skills (Public Relations)	UPCNJQ-30-3 Crisis Communications (Public Relations)	
PO1:	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PO2	X	X	X	X	X	X	X	X	X		X	X					X		X	X	X	X		X	X			
PO3:				X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PO4:	X				X	X			X	X			X	X				X	X		X		X	X	X	X	X	X
PO5:	X			X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
PO6:			X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X
PO7:	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PO8:	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

PART B: PROGRAMME STRUCTURE**1. Structure (Full-time)**

This structure diagram demonstrates the student journey from entry through to Graduation for a typical **full time student** including:

- level and credit requirements
- interim award titles
- compulsory and optional modules

Year: 1

Interim award: Cert HE Media Communications requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNHQ-60-1	Contemporary Digital Practice	1	60
UPCNHR-30-1	Network Culture	1	30
UPCNHP-30-1	Communication Contexts	1	30

Year: 2

Interim award: Dip HE Media Communications requires 240 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNHY-30-2	Researching Media Cultures (All pathways)	2	30
UPCNHU-30-2	Communication Practice (All pathways)	2	30
UPCNJ4-30-2	Strategy and Planning (Advertising)	2	30
UPCNHV-30-2	Copywriting & Art direction (Advertising)	2	30
UPCNHT-30-2	Communicating for Change (Campaigns)	2	30
UPCNHS-30-2	Campaigning Contexts & Environments (Campaigns)	2	30
UPCNJX-30-2	Reputation Management (Public Relations)	2	30
UPCNJY-30-2	Social Media Management (Public Relations)	2	30

Optional modules

Students studying towards BA (Hons) Media Communications must choose two of the following options:

Module Code	Module title	Level	Credit
UPCNHX-30-2	Engaging Audiences (Core award)	2	30
UPCNHW-30-2	Creative Cultural Research (Core award)	2	30
UPCNJ3-30-2	Screen Media (Core award)	2	30

Optional Placement Year

Applies to:

BA (Hons) Media Communications
BA (Hons) Media Communications (Advertising)
BA (Hons) Media Communications (Campaigns)
BA (Hons) Media Communications (Public Relations)

Placement Year

Students on the sandwich route (SW) must undertake and pass a work placement:.

During this time students must complete the 30 credit level 3 module, Professional Development on Placement UPNNA5-30-3

This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

This provides a rich process in which student can make links between theory and practice, reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed.

To be eligible for Placement students would normally be expected to have passed a minimum of 210 credits

Compulsory modules

Module Code	Module Title	Level	Credit
UPGNA5-30-3	Professional Development on Placement	3	30

Year: 3

Interim award: BA Media Communications requires 300 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNJW-30-3	Work experience or...	3	30
UPCNJ7-30-3	Communications Live Brief	3	30
UABB4F-30-3	Dissertation or...	3	30
UPCNJS-30-3	Media Project	3	30
UPCNJ8-30-3	Consumer Behaviour (Advertising)	3	30
UPCNJV-30-3	Social media & digital tools (Advertising)	3	30
UPCNJ9-30-3	Creative Campaigns (Campaigns)	3	30
UPCNJ5-30-3	Advocacy and Activism (Campaigns)	3	30
UPCNJU-30-3	PR Campaign Skills (Public Relations)	3	30
UPCNJQ-30-3	Crisis Communications (Public Relations)	3	30

Optional modules

Students studying towards BA (Hons) Media Communications must choose two of the following options:

Module Code	Module title	Level	Credit
UPCNJ6-30-3	Automatic Society (core award)	3	30
UPCNJT-30-3	Music Cultures (core award)	3	30
UPCNK3-30-3	Image Cultures (core award)	3	30

2. Structure (part-time)

This structure diagram demonstrates the student journey from entry through to Graduation for a typical **part-time student** including:

- level and credit requirements
- interim award titles
- compulsory and optional modules

Year: 1.1

Interim award: Cert HE Media Communications requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNHR-30-1	Network Culture	1	30
UPCNHP-30-1	Communication Contexts	1	30

Year: 1.2

Interim award: Cert HE Media Communications requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNHQ-60-1	Contemporary Digital Practice	1	60

Year: 2.1

Interim award: Cert HE Media Communications requires 240 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNHY-30-2	Researching Media Cultures	2	30
UPCNHU-30-2	Communication Practice	2	30

Year: 2.2

Interim award: Cert HE Media Communications requires 240 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNJ4-30-2	Strategy & Planning (Advertising)	2	30
UPCNHV-30-2	Copywriting & Art direction (Advertising)	2	30

UPCNHT-30-2	Communicating for Change (Campaigns)	2	30
UPCNHS-30-2	Campaigning Contexts & Environments (Campaigns)	2	30
UPCNJX-30-2	Reputation Management (Public Relations)	2	30
UPCNJY-30-2	Social Media Management (Public Relations)	2	30

Optional modules

Students studying towards BA (Hons) Media Communications must choose two of the following options:

Module Code	Module title	Level	Credit
UPCNHX-30-2	Engaging Audiences (core award)	2	30
UPCNHW-30-2	Creative Cultural Research (core award)	2	30
UPCNJ3-30-2	Screen Media (core award)	2	30

Year: 3.1

Interim award: Cert HE Media Communications requires 300 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNJW-30-3	Work experience or...	3	30
UPCNJ7-30-3	Communications Live Brief	3	30
UABB4F-30-3	Dissertation or...	3	30
UABB4H-30-3	Media Project	3	30

Year: 3.2

Interim award: Cert HE Media Communications requires 300 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNJ8-30-3	Consumer Behaviour (Advertising)	3	30
UPCNJV-30-3	Social media & digital tools (Advertising)	3	30
UPCNJ9-30-3	Creative Campaigns (Campaigns)	3	30
UPCNJ5-30-3	Advocacy and Activism (Campaigns)	3	30
UPCNJU-30-3	PR Campaign Skills (Public Relations)	3	30
UPCNJQ-30-3	Crisis Communications (Public Relations)	3	30

Optional modules

Students studying towards BA (Hons) Media Communications must choose two of the following options:

Module Code	Module title	Level	Credit
UPCNJ6-30-3	Automatic Society (core award)	3	30
UPCNJT-30-3	Music Cultures (core award)	3	30
UPCNK3-30-3	Image Cultures (core award)	3	30

PART C: HIGHER EDUCATION ACHIEVEMENT RECORD (HEAR) SYNOPSIS

This programme is for students looking to build their creative media skills, by understanding and researching audiences, and communicating ideas effectively to them. Students will study a mix of theory, production and research-based modules, and carry out coursework, developing expertise through writing, research, production, project design and coordination.

PART C: HIGHER EDUCATION ACHIEVEMENT RECORD (HEAR) SYNOPSIS

Students will develop a number of transferable skills, developing enterprise skills and strong self-reliance, in order to gain the confidence and flexibility to adopt to the rapidly changing field of media communications.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

The programme has been developed in line with the UK (2016) QAA benchmark statements in the development of knowledge, understanding and discipline-specific skills in media.

PART E: REGULATIONS

A: Approved to [University Regulations and Procedures](#)