



## **Programme Specification**

### **Culture, Media and Creative Industries**

Version: 2025-26, v1.0, Validated

#### **Contents**

<b>Programme Specification.....</b>	<b>1</b>
<b>Section 1: Key Programme Details.....</b>	<b>2</b>
Part A: Programme Information .....	2
<b>Section 2: Programme Overview, Aims and Learning Outcomes .....</b>	<b>2</b>
Part A: Programme Overview, Aims and Learning Outcomes .....	3
Part B: Programme Structure.....	8
Part C: Higher Education Achievement Record (HEAR) Synopsis .....	13
Part D: External Reference Points and Benchmarks .....	13
Part E: Regulations .....	14

## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Culture, Media and Creative Industries

**Highest award:** BA (Hons) Culture, Media and Creative Industries

**Interim award:** BA Culture, Media and Creative Industries

**Interim award:** DipHE Culture, Media and Creative Industries

**Interim award:** CertHE Culture, Media and Creative Industries

**Awarding institution:** UWE Bristol

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** Yes

**Credit recognition:** No

**School responsible for the programme:** CATE School of Arts, College of Arts, Technology and Environment

**Professional, statutory or regulatory bodies:** Not applicable

**Modes of delivery:** Full-time, Part-time, Sandwich

**Entry requirements:** For the current entry requirements see the UWE public website.

**For implementation from:** 01 September 2025

**Programme code:** P39D00

## Section 2: Programme Overview, Aims and Learning Outcomes

**Part A: Programme Overview, Aims and Learning Outcomes**

**Overview:** The programme develops and enhances students' understanding of key theories and concepts in media, culture and the creative industries, and develops their abilities in media practice, research, communication and professional industry and technical skills.

Students are offered a rigorous academic training in research methods and skills of analysis, academic writing and presentation, alongside digital media content generation, methods of audience research and address, and creative campaign design. These skills are supplemented by training in the use of key software and technologies, which enables students to respond to new developments as the industry innovates.

Staff research, practice and industry expertise inform the degree at every level, providing research-led teaching with a focus on social justice, sustainability, power and representation. The programme provides students with the critical thinking and creative media practice sensibilities needed to understand, challenge and disrupt the industries they are studying and will graduate into.

As a result we produce excellent communicators and creative critical thinkers via teaching that is research-informed and strongly underpinned by theory, and this enables our students to flourish into the changing media, culture and creative industries environment.

The degree produces graduates with strong career prospects who are directly ready for a career in the arts, culture and media and communications industries. The technical skills and communications and project management competencies developed on our degree are innately transferable, leading to agile graduates who can work across a wide range of industries and organisations.

**Features of the programme:** UWE's Culture, Media and Creative Industries degree is a unique interdisciplinary programme offering three strands – cultural theory, media making and an industry-facing professional workplace focus. This distinctive

offer goes beyond a traditional media studies or media production degree to provide a programme where theory and practice are equally embedded and intertwined. Industry experts offer tools and insight into specialised professional settings such as public relations and social purpose campaigning, whilst creative practitioners guide students to develop their own critical, creative practice across a range of media.

Rooted in Bristol, the degree utilises the vibrant creative and cultural industries sector based here to enable students to test concepts, theories and ideas often using the city and its creative industries as a living brief. The contacts and connections of the academics and technical team who teach into the degree provide a relevant and constantly evolving offer for students which enhances their employability in the dynamic and changing workplace.

Our programme includes the option of a sandwich year, enabling students to develop strong professional networks and become highly sought-after graduates.

**Educational Aims:** The educational aims of the programme are to:

- Foster intellectual enquiry into media communications, culture and the creative industries; meeting the (2024) QAA benchmark statement in the development of knowledge, understanding and discipline-specific skills in the academic field;
- Introduce students to key concepts, debates, theories and approaches to the study of media, culture, society and the creative industries, based on staff expertise;
- 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;
- Offer a varied learning and assessment portfolio which encourages the development of analytic skills, creative expression and critical argument;
- 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;

- Develop an understanding of the use of different methods and methodologies for researching critical creative media practice, diverse audiences/users, policy frameworks and social engagement relevant to the academic fields of media and culture and the culture and media sector, and the artefacts, forms and practices that play a part in forming and informing it;
- Develop an understanding of the mediated communications industry landscape and an understanding of the diverse employment pathways for media and communications professionals within a range of industry contexts;
- Offer modules that engage and connect with cognate programmes across the faculty, facilitating integrated learning opportunities.

### **Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

### **Programme Learning Outcomes**

- PO1. Critical Engagement: Analyse, evaluate and apply significant theoretical and interpretive frameworks for the study of media and culture through critical, creative and analytical thinking
- PO2. Reflexive Critical Creative Practice: Demonstrate an understanding of, and engage in, reflexive, critical, creative practice, applying theoretical understanding and project management skills to both group and self-directed individual projects
- PO3. Research and Analysis: Design, plan, realise and reflect on sustained critical, creative research in a systematic and rigorous way, applying appropriate research methods and conducting effective research methodologies relevant to the media, culture and creative industries
- PO4. Communication and Argumentation: Communicate effectively through written, verbal and visual forms, constructing persuasive arguments supported by evidence and engaging in critical discussions and presentation of work for diverse audiences/users

- PO5. Historical and Cultural Context: Understand the development and cultural context of media, communication, culture and the creative industries as academic disciplines and interrogate social and cultural processes and practices
- PO6. Technical Skills: 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 media, culture and creative industries
- PO7. Campaigning and PR Practices: Develop an in-depth understanding of the principles of audience research, idea generation, content development and creative campaign design and management at a level suitable to working as a mediated communications professional
- PO8. Diversity and Inclusion: Promote inclusivity and respect for diverse and global perspectives within the discipline and demonstrate an awareness of hierarchies of power and access
- PO9. Professional Application: Develop knowledge and insight of contemporary and emerging developments in the creative and cultural economy and the diverse employment pathways for media communication professionals within a range of different industry contexts

**Assessment strategy:** The BA (Hons) Culture, Media and Creative Industries assessment strategy is underpinned by the assessment strategy of the School of Arts and has been designed to test the programme learning outcomes.

The assessment strategy provides a broad range of transferable skills as well as those relating to specific career outcomes and pathways. Assessment has been carefully designed to test a range of skills which are scaffolded with increasing complexity and depth as students progress through the programme.

At Level 4, we have a combination of portfolios testing skills in the key areas of academic reading and textual analysis and deconstruction, theoretical and conceptual understanding, essay writing, research and critical analysis, and creative media making. We also develop students' proficiency in group collaboration, test their use of key tools, technologies and techniques in relation to media practice, and encourage reflexive and reflective critical thinking through weekly tasks and exercises recorded in workbooks.

At Level 5, we have a combination of portfolios that develop and extend skills and competencies introduced in the first year, such as testing the application of research methods and methodologies, expanding media making skills and understanding, and extending group working and collaboration. There is an emphasis on original research which helps build students' ability for independence and enquiry. We further develop students' abilities to put theory into practical application in the workplace and creative settings through a professional development portfolio. This encourages students to reflect on their own skills, knowledge and aspirations in the context of media communications campaigning work, and tests their ability to apply reputation and crisis response in PR. We begin to develop students' skills in verbal communication and presentation once they have gained confidence within their cohort.

Assessment at Level 6 represents the culmination of the degree in an independent final project of extended research either as a written dissertation or via a range of other creative outputs. There is also the option to produce and exhibit a significant piece of researched critical creative practice assessed via critique and display. Alongside the research projects we have a range of portfolios and other assignments, including a group presentation to a live brief and a workbook of practical PR materials and tasks. Optional modules test skills of creative critical practice and technical ability, exhibition and display including curation, event and project management, theoretical understanding and application of concepts and methodologies in non-human knowledges and intelligences and offer a reflexive work placement project which tests understanding of the creative and cultural industries landscape. Assessments at Level 6 are informed by interaction with real-world media practitioners and potential employers, reflecting the progression for students from degree to employment.

**Student support:** Assessment: Every module has a clear Module Assessment, Feedback Support and Communication Plan to support students at every stage. These plans include assessment briefs, assessment advice sessions, and formative feedback opportunities.

All learning is supported by the VLE, which includes weekly preparation, lecture slides, and recorded lectures.

Graduate outcomes: The contacts, connections, expertise and experience of the academic and technical staff who teach into the degree contribute to the strong employability offer of the programme via partnership collaboration, field trips and events, guest lecturers, extra-curricular live briefs and career opportunities with cultural partners across the city and beyond.

Pastoral: students receive programme leader, module leader, and Academic Personal Tutor support and guidance, and, where relevant, are guided towards additional university support, for example, library and wellbeing services.

## Part B: Programme Structure

### Year 1

Full-time and Sandwich students must take 120 credits from the modules in Year 1.

Part-time students must take 60 credits from the modules in Year 1.

### Year 1 Compulsory Modules (Full-time and Sandwich)

Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UPCB87-30-1	PR and Campaigns: Communicating for Change 2025-26	30
UPCB88-30-1	Culture in Theory and Practice 2025-26	30
UA1B6R-30-1	Human Stories 2025-26	30
UPCB89-30-1	Applying Cultural Theory and Practice 2025-26	30



**Year 1 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UPCB89-30-1	Applying Cultural Theory and Practice 2025-26	30
UPCB88-30-1	Culture in Theory and Practice 2025-26	30

**Year 2**

Full-time and Sandwich students must take 120 credits from the modules in Year 2.  
Part-time students must take 60 credits from the modules in Year 2.

**Year 2 Compulsory Modules (Full-time and Sandwich)**

Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UPCB8D-30-2	Cultural Research in Practice 2026-27	30
UPCB8A-30-2	PR and Campaigns: Professional Practices and Contexts 2026-27	30
UPCB8B-30-2	Researching Culture and Everyday Life 2026-27	30
UA1B6S-30-2	Human Futures 2026-27	30

**Year 2 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UPCB87-30-1	PR and Campaigns: Communicating for Change 2026-27	30
UA1B6R-30-1	Human Stories 2026-27	30

**Year 3**

Part-time students must take 60 credits from the modules in Year 3.

Full-time students must take 120 credits from the modules in Year 3.

Sandwich students must take 30 credits from the modules in Year 3.

**Year 3 Compulsory Modules (Full-time)**

Full-time students must select 60 credits from the modules in Compulsory Module Choice 1 (Full-time).

Module Code	Module Title	Credit
UA1B6T-30-3	Humanities Research Project 2027-28	30
UPCB8F-30-3	PR and Creative Campaigns Live Brief 2027-28	30

**Year 3 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

Module Code	Module Title	Credit
UPCB8B-30-2	Researching Culture and Everyday Life 2027-28	30
UPCB8D-30-2	Cultural Research in Practice 2027-28	30

**Year 3 Compulsory Modules (Sandwich)**

Sandwich students must take 30 credits from the modules in Year 3 (Sandwich).

Module Code	Module Title	Credit
UPGNA5-30-3	Professional Development on Placement 2027-28	30

**Year 3 Optional Modules (Full-time)**

Full-time students must take 60 credits from the modules in Optional Modules (Full-time).

Module Code	Module Title	Credit
UPCNJS-30-3	Media Project 2027-28	30

UPCB8G-30-3	Sustainability, Ecologies and Ethics 2027-28	30
UPCB8H-30-3	Events and Festivals for the Creative Industries 2027-28	30
UPCB8E-30-3	Working in the Cultural Sector 2027-28	30

#### Year 4

Part-time students must take 60 credits from the modules in Year 4.

Sandwich students must take 90 credits from the modules in Year 4.

#### Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UA1B6T-30-3	Humanities Research Project 2028-29	30
UPCB8F-30-3	PR and Creative Campaigns Live Brief 2028-29	30

#### Year 4 Compulsory Modules (Part-time)

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

Module Code	Module Title	Credit
UA1B6S-30-2	Human Futures 2028-29	30
UPCB8A-30-2	PR and Campaigns: Professional Practices and Contexts 2028-29	30

#### Year 4 Optional Modules (Sandwich)

Sandwich students must take 30 credits from the modules in Optional Modules (Sandwich).

Module Code	Module Title	Credit
UPCNJS-30-3	Media Project 2028-29	30

UPCB8E-30-3	Working in the Cultural Sector 2028-29	30
UPCB8G-30-3	Sustainability, Ecologies and Ethics 2028-29	30
UPCB8H-30-3	Events and Festivals for the Creative Industries 2028-29	30

**Year 5**

Part-time students must take 60 credits from the modules in Year 5.

**Year 5 Optional Modules (Part-time)**

Part time students must select 30 credits from the modules in Optional Modules (Part-time)

Module Code	Module Title	Credit
UPCB8E-30-3	Working in the Cultural Sector 2029-30	30
UPCNJS-30-3	Media Project 2029-30	30
UPCB8G-30-3	Sustainability, Ecologies and Ethics 2029-30	30
UPCB8H-30-3	Events and Festivals for the Creative Industries 2029-30	30

**Year 5 Compulsory Modules (Part time)**

Part time students must select 30 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UPCB8F-30-3	PR and Creative Campaigns Live Brief 2029-30	30

**Year 6**

Part-time students must take 60 credits from the modules in Year 6.

**Year 6 Compulsory Modules (Part-time)**

Part-time students must take 30 credits from the modules in Compulsory Modules (Part-time).

Module Code	Module Title	Credit
UA1B6T-30-3	Humanities Research Project 2030-31	30

### Year 6 Optional Modules (Part-time)

Part-time students must take 30 credits from the modules in Optional Modules (Part-time).

Module Code	Module Title	Credit
UPCNJS-30-3	Media Project 2030-31	30
UPCB8G-30-3	Sustainability, Ecologies and Ethics 2030-31	30
UPCB8H-30-3	Events and Festivals for the Creative Industries 2030-31	30
UPCB8E-30-3	Working in the Cultural Sector 2030-31	30

### Part C: Higher Education Achievement Record (HEAR) Synopsis

The Programme encourages students to produce academic work of the highest calibre by achieving the stipulated learning outcomes for all of their modules.

Students are advised to engage in extra-curricular activities such as becoming Student Ambassadors, undergoing the training to be PAL Leaders and Senior PAL leaders, and representing their programme/module at staff-student meetings. The Sandwich Option route also offers students a defined option to gain accredited experience of the workplace. At Level 6 the Tangent Books Prize for Media Writing and Practice is presented to the student whose work best displays exemplary skills in analysis and research.

### Part D: External Reference Points and Benchmarks

The Quality Assurance Agency (QAA) Subject Benchmark Statement:

Communication, Media, Film and Cultural Studies, April 2024, has been fundamental to the design of the programme.

As the QAA Subject Benchmark explains, “Characteristics of these degrees are often based around, and engage students in, what the European Charter for Media Literacy called the 3c's: 'cultural access', 'critical understanding' and 'creative activity'.” (2.2)

This programme has been designed to reflect the interdisciplinary nature of the 3cs via three distinct strands – an industry-facing professional workplace focus (cultural access), an emphasis on cultural theory (critical understanding), and wide and varied opportunities for critical creative practice in the form of media making activities (creative activity).

In line with the QAA, this programme ‘enable(s) learners to develop high-level abilities to both empathise and argue, to collaborate, create and debate’ (1.24), and produces graduates who are ‘well placed to add social, cultural, environmental and economic value to society through their careers, and beyond employment, to lead meaningful, rewarding and self-determined creative lives’ (1.33).

The wide and varied skillset and employability focus of this degree produces excellent communicators and creative critical thinkers who are directly ready for a range of careers in the arts, culture, media and communications industries, and who can engage as active citizens and change makers throughout their lives.

## **Part E: Regulations**

Approved to University Regulations and Procedures.