



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	University of the West of England, Bristol
Delivery Location	Distance Learning
Study abroad / Exchange / Credit recognition	N/A
Faculty responsible for programme	Health and Applied Sciences
Department responsible for programme	Applied Sciences
Professional Statutory or Regulatory Body Links	N/A
Highest Award Title	Postgraduate Diploma in Applied Science Communication
Default Award Title	N/A
Interim Award Titles	Postgraduate Certificate in Applied Science Communication
UWE Progression Route	N/A
Mode of Delivery	PT (distance learning)
ISIS code/s	
For implementation from	January 2019

Part 2: Description

The Postgraduate Diploma in Applied Science Communication provides students with an applied and practical introduction to the science communication field, alongside the opportunity to develop their understanding of science communication research and techniques.

It will appeal to students who are looking to further develop their science communication practice and understanding, develop their research and evaluation skills in an applied way, and undertake a research project.

One unique aspect of this programme is its entirely online delivery format. This will allow students, wherever they are based, and alongside other commitments, to undertake a UK science communication qualification. Students will also be able to direct their learning towards topics and examples of relevance to them, in their home and working environments, as well as cultural contexts.

The programme is linked to the internationally-renowned UWE Science Communication Unit, who have been leading in research and science communication practice since the late 1990's. The programme is rich in opportunities for students to develop their own professional skills that align with existing best practice in the field of science communication.

The aims of the programme are to:

- Equip students with a contemporary understanding of face to face science communication formats, for example via festivals, museums contexts, community engagement and creative formats for public engagement.
- Develop written communication skills, particularly focusing on digital formats such as blogging, online news writing, social media and public relations.
- Provide an opportunity to students, within the science communication sector, to developed advanced research and evaluation skills, to contribute to continue monitoring of success and impact within the field.
- Encourage students to create their own science communication research projects, which build on their own social, cultural and employment contexts.
- Develop reflective practitioners, who have novel opportunities to feed into their own and their peers learning.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Students leaving this programme will have the skills necessary to both convey and communicate scientific concepts, and to assess the impact of that communication. Students will be confident in their project management skills in the context of face to face delivery as well as developing written science communication skills. They will be able to demonstrate understanding and delivery of a range of the latest research and evaluation techniques, vital for assessing the impact of science communication projects. Finally, students be equipped with the skills to deliver an independent research project. Online delivery, means that students will have acquired an underpinning knowledge of science communication in applied contexts, alongside an excellent working knowledge of how to collaborate, communicate and work effectively online and at a distance.

Regulations

Delete one of the following statements as appropriate

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

Part 3: Learning Outcomes of the Programme

<i>Learning Outcomes:</i>	USSKNS-15-M CPCE	USSKNP-15-M OMW	USSKNQ-30-M RS	USSKNR-60-M SCP
A) Knowledge and understanding of:				
Current scientific, science communication and/or engagement theory	X	X	X	X
A range of quantitative and qualitative research approaches	X		X	X
Different approaches and models for communicating science with the public	X	X		X
How to assess the impact of communication on a range of audiences, including in different cultural contexts	X	X		
Online content and social media platforms that can be applied in science communication	X	X	X	
Key principles of effective communication of risk and statistics		X	X	
How research can be effectively shared via dissemination	X	X	X	X
(B) Intellectual Skills				
Demonstrate independent and self-directed learning	X	X	X	X
Critically analyse their own and others' practice	X	X	X	X
Interpret scientific information and present it in a style suitable for the public	X	X		
Demonstrate the ability to identify and align key message, audience and medium	X	X		
Critically evaluate the principles of effective research design and its relationship to research questions, as well as analysis			X	X

Part 3: Learning Outcomes of the Programme				
Design reliable and valid methods for generating research or evaluation	X		X	X
Analyse data and information objectively and relate results to existing knowledge				X
(C) Subject/Professional/Practical Skills				
Articulate specific and appropriate objectives for engagement activities	X			X
Apply project planning and management skills to science communication projects	X			X
Interpret scientific information intended for a specialist audience and present this information at a level and in a style suitable for a variety of audiences	X	X		X
Develop a level of critical analysis that is appropriate for the context of science communication and research	X	X	X	X
Apply research and evaluation techniques which allow for the development and evidencing of impact	X		X	X
Recognise and understand the need for ethical considerations in science communication and research	X	X	X	X
(D) Transferable skills and other attributes				
Communicate effectively using a variety of methods	X	X	X	X
Develop skills as reflective practitioners	X	X	X	X
Synthesise information from a variety of sources	X	X	X	X
Contribute to learning of peers, as well as one's own	X	X	X	X
Use digital technology effectively for both communication and information retrieval	X	X	X	X
Develop a commitment to lifelong learning in their education and practice	X	X	X	X

Part 4: Programme Structure

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

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
Year 1	Applied Science Communication: Connecting People and Creating Events (15 credits) USSKNS-15-M			Interim award: Postgraduate Certificate in Applied Science Communication (60 credits)
	Applied Science Communication: Online and Media Writing (15 credits) USSKNP-15-M			
	Applied Research Skills (30 credits) USSKNQ-30-M			
Year 2	Applied Science Communication Project (60 credits) Module code: USSKNR-60-M			HIGHEST AWARD: Postgraduate Diploma in Applied Science Communication (120 credits)

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

Students with a minimum of a lower second class honours degree in a relevant subject, or an equivalent for overseas students. Students must meet the minimum English Language requirements of the University for postgraduate study.

Part 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements
- Qualification characteristics for [Master's degrees](#)

[Strategy 2020](#)

[University policies](#)

Staff research projects

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First UVP Approval Date	20 November 2018			
Revision Approval Date <i>Update this row each time a change goes to CAP</i>		Version	1	See UCP Business case approved 7 th March 2018
Next Periodic Curriculum Review due date	<i>Academic year in which next Periodic Curriculum Review due (6 years from initial approval or last Periodic Curriculum Review)</i>			
Date of last Periodic Curriculum Review				