University of the
West of England
BRISTOL

PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE (and Taylors University, Malaysia – Dual)
Teaching Institution	UWE
Delivery Location	UWE City Campus
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Film and Journalism
Professional Statutory or Regulatory Body Links	Malaysian Quality Assurance (MQA) http://apps.emoe.gov.my/qad/main.html
Highest Award Title	BA(Hons) Journalism and Public Relations (*Taylors Dual* - B Mass Communication (Public Relations, Public Relations and Marketing, Public Relations and Events Management)
Default Award Title	*N/A*
Interim Award Titles	BA Journalism and Public Relations DipHE Journalism and Public Relations CertHE Journalism and Public Relations
UWE Progression Route	.
Mode of Delivery	FT/PT
ISIS code/s	**ISIS2: PP52** PP52 (FT/PT), PP5A(Dual)
For implementation from	September 2016

Part 2: Description

Overall Aim
The overall aim is to enable students to develop skills, knowledge and understanding in digital journalism across all multi-media platforms, alongside an understanding of the local and global political, economic and media contexts in which journalists and public relations professionals work. In addition the programme aims to prepare students for work in the public relations field in consultancy firms or corporations. Strategic thinking and critical analyses is emphasised throughout the programme along with on-going exposure and interaction with professionals. Its utility to students will stem from a fully immersed engagement with digital production technologies combined with writing and project management skills ensuring graduates of this programme are employable across a range of communication and publicity industries in the public and private sector.

Specific Educational Aims

1. To ground students in the concepts and theories of Journalism, contemporaneously, historically and with a critical understanding of standard frameworks established in law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.

2. To ground students in the concepts and theories of Public Relations, leading to strategic thinking and critical analyses of practices in the field.

3. To prepare students for future careers which require a high level of analytical and communication skills.

4. To develop students' understanding of the political economy and organisation of journalistic and PR practice within the broader context of the media industries.

5. To equip students with practical journalistic and public relations production skills including knowledge of a range professional and journalistic writing across platforms.

6. To create practitioners who are proficient in new multi-platform technologies employed in the field now and in the future through extensive hands-on training with state-of-the-art equipment and software.

To prepare practitioners who are versatile in the acquiring of information, effective problem solvers and able to work with different groups of people in a global environment.

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

Students on the programme develop industry-standard communication skills suitable for a wide range of careers. They produce material of the highest quality for a variety of audiences in print and on radio, TV and online. They are also challenged to achieve academic skills in the critical analysis of texts and research methodologies. They gain an understanding of different ideas about the role of journalism and public relations in society, its history and potential future pathways. The modules ensure a breadth of knowledge to support students in their future career aspirations.

Regulations

Approved to University Regulations and Procedures

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UABALG-30-1	UABAKA-30-1	UABN6A-30-1	UABN5X-30-1	UABPRN-30-2	UABAJL-30-2	UABAH4-30-2	UABN4T-30-2	UABASW-30-2	UABN5W-30-3	UABN67-30-3	UABN5Y-30-3	UABN6B-30-3	UABN68-30-3	UABN63-30-3	UABN69-30-3	UABN64-30-3	UABPMG-30-3
A) Knowledge and understanding of:																		
conceptual frameworks employed in the study of journalism and public relations in an interactive digital media sphere			X	X			X	X					x			X		X
forms of communication studies: public relations / advertising / journalism / broadcasting	X	X		X			X	X	X	X	X	X	X	X	X	x	x	X
the importance of historical and national contexts in the study of journalism and public relations		X	X				X	X		X								
approaches and methodologies for analysing and interpreting genres of news, public relations and media discourses in relation to their production, reception and consumption			X		X			X		X	X	X	X					
the evaluation and use of theoretical and interpretative frameworks in rigorous, systematic and imaginative ways			X		X			X		X	X	X	X					X
knowledge and understanding of related work environments including entrepreneurial and freelance skills	X	X		X		X	X			X			X	X	X		X	
multimedia forms of writing and production such as script writing, video shooting and editing, sound production, event managing, and product campaigning and marketing					X	X				X	X	X	X		X			
a thorough knowledge and ability to operate within the context both of the British, European legal and international legal regimes as this affects newsgathering and international media accountability systems and their role in the relationship between state, citizen and journalist	x	X		x			X	X	X	X	X	X	X	X	X		X	
press work, and of contemporary ethical and regulatory constraints conditioning the performance of journalists and PR professionals				X		X	X	X	X	X	X	X	X	X	X	x	x	X
an understanding of how different social systems underpinning the production and consumption of media work to promote or inhibit the wider goals of sustainability			X	x			X	X		X	X	X	X			X	X	
the professional and ethical responsibilities of the communicator, wherever he/she may practice	X	x		x	X	X	X	X	X	X	X	X	X	X	X	x	X	

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UABALG-30-1	UABAKA-30-1	UABN6A-30-1	UABN5X-30-1	UABPRN-30-2	UABAJL-30-2	UABAH4-30-2	UABN4T-30-2	UABASW-30-2	UABN5W-30-3	UABN67-30-3	UABN5Y-30-3	UABN6B-30-3	UABN68-30-3	UABN63-30-3	UABN69-30-3	UABN64-30-3	UABPMG-30-3
(B) Intellectual Skills																		
read academic and other texts carefully and critically			X	X	X		X	X	X	X			X			X		X
analyse complex media products and cultural processes within their relevant contexts			X	X	X		X	X	X	X	X	X	X	X	X	x	X	X
extract and present key ideas and significant content from complex material	X	x	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X
formulate research questions and, in the light of these, identify, organize diverse and complex discursive and numerical material ie. locate, select, synthesis, précis and evaluate				X			X		X	X	X	X				X		X
present complex ideas with clarity in writing, verbally, numerically, diagrammatically and by using other media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x	X
construct coherent arguments	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	X
reflect upon and articulate their own cultural identity and positioning in relation to an increasingly cosmopolitan and global context		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	X
develop critical and creative solutions in response to problems identified within their subject specialisms		X		X	X	X	X		X	X	X	X	X	X	X	x		X
(C) Subject/Professional/Practical Skills																		
A technical and creative confidence in the use of industry standard hardware and software in the production of one or more key digital media forms	X	X			X	X			X	X	X	X			X	X		
A critical understanding of significant aspects of contemporary communications and media culture, its institutions, economics, histories, geographies, politics, ethics, practices and lived experiences			X	X			X	X	X	X	X	X	X		X	x	X	
The ability to initiate, plan and execute a substantial, innovative, project or pursue a live case study brief in public relations or digital media production					X	X		X	X	X	X	X	X	X	X	X		X
The understanding of, and ability to select and adapt, qualitative and quantitative research methods according to audience and context			X			X	X		X	X	X							X

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UABALG-30-1	UABAKA-30-1	UABN6A-30-1	UABN5X-30-1	UABPRN-30-2	UABAJL-30-2	UABAH4-30-2	UABN4T-30-2	UABASW-30-2	UABN5W-30-3	UABN67-30-3	UABN5Y-30-3	UABN6B-30-3	UABN68-30-3	UABN63-30-3	UABN69-30-3	UABN64-30-3	UABPMG-30-3
The ability to work collaboratively in the production of cultural research and digital media production relevant to their chosen specialism				x	X	X	X	X	X	X			X		X	x	X	
The ability to produce cultural criticism and research in written, oral, and audiovisual form, using languages and conventions appropriate to audience and context, including rigorous citation and referencing			X					X		X	X	X				X		x
(D) Transferable skills and other attributes																		
Writing in different forms	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x	X
Interviewing techniques (developing curiosity, competitiveness, social interaction)	x	X		X	X	X	X		X	X	X	X			X	X	x	
Social media skills	X	X					X			X	X	X	X	X	X	x	X	
Presentation			X	X	X		X	X	X	X			X		X	X	x	
Research skills	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x	X
Analytical criticism	x	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x
Multimedia software packages for editing, graphics and web media	X	X			X	X			X	X	X	X	X		X	X		
Lighting, sound recording, camera operation					X	X					X	X			X			
Data management and visualization		X						X		X	x	X					x	
Ability to filter key information from complex reports	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	X	x	X
Basic understanding of statistical analysis, data synthesis		X		X			X	X		X	X	X	x					x

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:
- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Level 1	UABALG-30-1 Newsgathering UABAKA-30-1 Civic Journalism UABN6A-30-1 Introduction to Journalism and Public Communication UABN5X-30-1 Public Relations Skills		CertHE Journalism and PR :
	Level 2	UABPRN-30-2 Visual Journalism UABAH4-30-2 Reputation Management UABN4T-30-2 Researching Journalism and Public Communication UABASW-30-2 Digital Communication Management	None	Diploma in Higher Education Journalism and PR

		Compulsory Modules	Optional Modules	Interim Awards
Level 3		UABN5W-30-3 PR Consultancy Skills	UABN6B-30-3 Journalism Innovations UABN69-30-3 Activism and the Media UABN68-30-3 Advanced Feature Writing UABN63-30-3 Newsroom Practice UABPMG-30-3 Journalism Dissertation *Excluded from being taken with Independent Project* UABN64-30-3 Work Experience UABN5Y-30-3 Independent Project *Excluded from being taken with Journalism Dissertation*	BA Journalism and PR *300 credits at L2 and above* BA(Hons) Journalism and PR *360 credits at L2 and above*

GRADUATION

Part time:
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.**

Y1
UABALG-30-1 Newsgathering
UABAKA-30-1 Civic Journalism

Y2
UABN6A-30-1 Introduction to Journalism and Public Communication
UABN5X-30-1 Public Relations Skills

Interim Awards: Credit requirements 120 – Certificate in Higher Education

Y3
UABPRN-30-2 Visual Journalism
UABAH4-30-2 Reputation Management

Y4
UABN4T-30-2 Researching Journalism and Public Communication
UABASW-30-2 Digital Communication Management

Interim Awards: Credit requirements 240 – Diploma in Higher Education

Y5

UABN5W-30-3 PR Consultancy Skills

Optional Modules:
UABN6B-30-3 Journalism Innovations
UABN63-30-3 Newsroom Practice
UABN69-30-3Activism and the Media

Y6
Optional Modules:
UABPMG-30-3 Journalism Dissertation/ UABN5Y-30-3 Independent Project
UABN68-30-3 Advanced Feature Writing
UABN64-30-3 Work Experience

Interim Award: BA Credit requirements 300

Highest Award: BA(Hons) Credit requirements 360

GRADUATION

Part 5: Entry Requirements

The University's Standard Entry Requirements apply

Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database.

Part 6: Reference Points and Benchmarks

UWE

QAA UK Quality Code for HE
        -Framework for higher education qualifications (FHEQ)
        -Subject benchmark statements
        -Qualification characteristics for Foundation degrees
Strategy 2020
University policies

S*taff research and professional expertise:* All members of the Media and Journalism teaching team are engaged in research or professional practice and engage with a wide range of professional contacts and published work to inform the academic content of this programme.

Employer interaction/feedback: Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a broad range of commercial and non-commercial organisations within the fields of journalism, media and the creative industries. We have also drawn on advice from our industry contacts in the development of this programme

Taylors University
University Teaching and Learning Policies

Taylor's Graduate Capabilities and Teaching and Learning Framework are a reference point for the BA (Hons) Mass Communications learning outcomes. This policy substantiates the following clauses in our Mission Statement:"….. the distinctive qualities of its graduates" and aim to be "…Renowned for its teaching excellence"

The diagram below illustrates how the Taylor's Graduate Capabilities and Teaching & Learning Framework both support our Mission Statement, which in turn supports our Purpose. All academic and research policies and procedures at Taylor's are to be in accordance with the focus provided by these policies.

Purpose	
Mission	
Graduate Capabilities	Teaching & Learning Framework

Taylor's Graduate Capabilities
The teaching and learning approach at Taylor's University College is focused on developing the Taylor's Graduate Capabilities in its students, capabilities that encompass the knowledge, cognitive capabilities and soft skills of our graduates.

A Taylor's graduate has proven ability and is capable in the following areas

    Discipline-specific knowledge
        Sound understanding of foundational concepts and theories in subject area
    Cognitive capabilities
        Foundation and skills for lifelong learning
            Learns autonomously
            Able to acquire and manage information'
            Ability to comprehend a wide variety of literature
            Awareness of contemporary global issues
        Problem solving skills
            Defines issues of problems well
            Analyses problems comprehensively
            Allies knowledge effectively and applies theory to practice
            Able to arrive at workable and effective solutions
    Soft Skills
        Communication skills
            Ability to speak and write well
            Able to organize, synthesize and present information effectively
        Interpersonal skills
            Understands team dynamics, power of teams and team work
            Works with others in a team
            Able to assume leadership in small and/or big groups
        Intrapersonal skills
            Ability to manage time effectively
            Understands the role of personal image and professionalism at work
            Works independently in context of tasks to be completed
        Cosmopolitan thinking and intercultural competence
            Forms opinions and articulates views from a global perspective
            Awareness of and sensitivity to cross-cultural differences
        Technology savvy
            Executive keyboarding
            Effective use of ICT and related technologies

The learning environment at Taylor's is further geared towards nurturing the Taylor's Core Values; the personal attributes of excellence, integrity, passion for work, interpersonal respect and care, openness in communication and a healthy balance between professional and personal life.

Through participation in various optional electives, including co-curricular activities, Taylor's students may also develop additional knowledge, cognitive capabilities and soft skills other than those listed. These, as well as the Taylor's graduate capabilities above, are recorded by students in the form of individual student portfolios and verified by Taylor's University College against the set of expectations for each subject, program and co-curricular activity.

Statutory Requirements

The benchmarking Policy of TU is to clearly identify national and international standards as well as Taylor's policy documents with which the Taylor's Quality Manual (TQM) is in compliance, with the objective of quality assurance at all levels. The benchmark documents define the scope of the quality assurance documentation delineate in the TQM. Statutory Requirements are those with which TU comply as per government regulations, while International Standards reflect international best practices in terms of quality assurance in higher education in the major global education markets from which Taylor's draws its foreign university partners. Statutory requirements are guided by the following instruments:

(i)   Malaysian Qualifications Framework (MQF)
(ii)   Code of Practice or Programme Accreditation (COPPA)
(iii)   Code of Practice for Institutional Audit (COPIA)

International Standards

For the purpose of international benchmarking, we integrate best practices in quality assurance in higher education from the regions from which Taylor's partner universities are drawn.

To implement the policy of compliance with the benchmark documents identified in this section, collating the information from all sources the scope of the TQM is categorized into 10 distinctive areas.

Scope		Identified from
1	Overview and goals	MQF, COPPA, European Standard
2	Curriculum	MQF, COPPA, COPIA, professional bodies requirements; European, Australian and US Standards
3	Intake	COPPA
4	Assessment	COPPA, European and Australian Standards
5	Faculty	COPPA, European, Australian and US Standards
6	Resources	COPPA, European, Australian and US Standards
7	Review	COPPA, COPIA, European, Australian and US Standards
8	Public Transparency	European Standard
9	External QA mechanisms	COPPA, COPIA, professional bodies requirements; European, Australian and US Standards
10	Improved mechanisms	COPPA, professional bodies requirements; European, Australian and US Standards

Appendices

Appendix 1

Summary of MQF[1] requirements contextualized for TQM
1. Identification of programme learning outcomes, developed by TU based on learning outcomes of particular fields of study, covering all components that form the programme leading to its qualification nomenclature[2].
2. Learning outcomes for each field of study must be developed by a committee comprising representatives from all relevant parties for that field of study.
3. Three levels of degrees are Bachelors, Masters and Doctoral. Additionally, TUC offers Diploma and Foundation programmes. At Bachelor level learning outcomes must show that its graduates are able to:

1. Demonstrate knowledge and comprehension on fundamental principles of a field of study, acquired from advanced text books. 2. Use the knowledge and comprehension through methods that indicate professionalism in employment 3. Argue and solve problems in their field of study 4. Show techniques and capabilities to search and use data to make decisions having considered social, scientific and relevant ethical issues 5. Communicate effectively and convey information, ideas, problems and solution to experts and non-experts 6. Apply team and interpersonal skills which are suitable to employment 7. Possess independent study skills to continue further study with a high degree of autonomy	Bachelors degree holders

4. One credit is equal to 40 hours of notional students learning time. This includes lectures, tutorials, seminars, practicals, self-study, information retrieval, research, fieldwork, and preparing for as well as sitting for examinations. The minimum credit requirement for a Bachelors degree is 120 credits.

5. MQF emphasizes eight domains of learning outcomes. TU curricula are focused on developing the Taylor's Graduate Capabilities. TU's programme learning outcomes are therefore in harmony with the eight MQF areas, as shown in the table below.

MQF learning outcome domain	*TGC-focused TUC curriculum learning outcomes*
1. Knowledge	Discipline-specific knowledge Sound understanding of foundational concepts and theories in subject area
2. Practical skills	Technology savvy Executive keyboarding

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[1] Malaysian Qualifications Agency (MQA). 2007. *Malaysian Qualifications Framework: Point of Reference and Joint Understanding of Higher Education Qualifications in Malaysia*. Petaling Jaya: MQA, Ministry of Higher Education Malaysia

[2] Table showing MQF Programme Nomenclature

Programme with:	Nomenclature	Example
One main area only	Named according to its area	Bachelor of Nursing
At least 25% specialization in main field	Specialisation indicated in brackets	Bachelor of Computer Science (Programming)
Fundamentals of two main fields in 50:50 percentage (double major)	Named using the connecter AND	Bachelor of Economics and Political Science
At least 25% component in other than main field of study (major-minor)	Named using WITH	Bachelor of Economics with Mathematics

		Effective use of ICT and related technologies

	3. Social skills and responsibilities	Foundations and skills for lifelong learning
		    Awareness of contemporary global issues
		Cosmopolitan thinking and intercultural competence
		    Awareness of and sensitivity to cross-cultural differences

	4. Values, attitudes and professionalism	Intrapersonal skills
		    Ability to manage time effectively
		    Understands the role of personal image and professionalism at work
		The learning environment at Taylor's is further geared towards nurturing the Taylor's Core Values; the personal attributes of excellence, integrity, passion for work, interpersonal respect and care, openness in communication and a healthy balance between professional and personal life.

	5. Communication, leadership and team skills	Communication skills
		    Ability to speak and write well
		    Able to organize, synthesize and present information effectively
		Interpersonal skills
		    Understands team dynamics, power of teams and teamwork
		    Works with others in a team
		    Able to assume leadership in small and/or big groups

	6. Problem solving and scientific skills	Problem-solving skills
		    Defines issues or problems well
		    Analyses problems comprehensively
		    Applies knowledge effectively and applies theory to practice
		    Able to arrive at workable and effective solutions

	7. Information management and lifelong learning skills	Foundations and skills for lifelong learning
		    Learns autonomously
		    Able to acquire and manage information
		    Ability to comprehend a wide variety of literature

	8. Management and entrepreneurial skills	Interpersonal skills
		    Understands team dynamics, power of teams and teamwork
		    Works with others in a team
		    Able to assume leadership in small and/or big groups
		Intrapersonal skills
		    Works independently in context of tasks to be completed
		Cosmopolitan thinking and intercultural competence
		    Forms opinions and articulates views from a global perspective
		Foundations and skills for lifelong learning
		    Able to acquire and manage information

Appendix 2

Summary of COPPA[3] requirements contextualized for TQM
1. All qualifications offered in Malaysia must establish their level vis-à-vis the MQF.
2. Quality assurance is via accreditation of progammes and qualifications and audit of institutions. COPPA refers specifically to description, content and delivery of a particular programme.
3. Provisional accreditation means the programme has fulfilled minimum requirements to be offered and is seeking approval by MOHE. Full accreditation denotes that a programme has met all the criteria and standards set for that purpose and in compliance with the MQF. The quality evaluation process covers the nine areas listed below, each with its own quality standards and two levels of criteria: benchmarked standards and enhanced standards.
    1. Vision, mission , educational goals and learning outcomes;
    2. Curriculum design and delivery;
    3. Assessment of students;
    4. Student selection and support services;
    5. Academic staff;
    6. Educational resources;
    7. Programme monitoring and review;
    8. Leadership, governance and administration; and
    9. Continual quality improvement.
4. Evaluation for Provisional Accreditation is conducted by MQA's Panel of Assessors (POA) who assess the nine areas above and may conduct an optional site visit. Their report is used by the Higher Education Provider (in our case TUC) to seek approval from the MOHE to offer the programme, and, on obtaining it, to commence the programme.
5. Evaluation for Full Accreditation is by MQA's POA through external and independent assessment of the Programme Information and Self-Review Report submitted by TUC, and includes a site visit to validate and verify the information provided. 3-yearly Programme Maintenance Audits ensure the maintenance and enhancement of programmes that have been accredited.
6. Programmes are accredited when they are fully compliant with MQA's benchmarked standards. Enhanced standards are provided for continual improvement. (COPPA, p12-37). The documentation required is described in COPPA, p39ff and relevant process flowcharts are in COPPA p134-140.

Appendix 3

Summary of COPIA[4] requirements contextualized for TQM
1. COPIA utilises the same nine areas of evaluation for quality assurance as COPPA, but from the perspective of institutional policies, processes and practices across the institution. Its benchmarked and enhanced standards are given in COPIA p8-27.
2. Institutions are required to conduct their own internal quality audit, known as self-review. Guidelines for this are given in COPIA p29-44.
3. The MQA will conduct an external institutional audit. Guidelines are in COPIA p45-54.
4. All relevant process flowcharts are in COPIA p80-84.

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[3] Malaysian Qualifications Agency (MQA). 2008. *Code of Practice for Programme Accrediation.* Petaling Jaya: MQA, Ministry of Higher Education Malaysia

[4] Malaysian Qualifications Agency (MQA). 2008. *Code of Practice for Institutional Audit.* Petaling Jaya: MQA, Ministry of Higher Education Malaysia

Appendix 4:   Structure diagram for Dual Degree:
BA (Hons) Journalism and Public Relations Taylor's University (TU) B Mass Communication
 (Public Relations, Public Relations and Marketing, Public Relations and Events Management)

Level 1/Semesters 1&2

	UWE: BA (HONS) JOURNALISM AND PUBLIC RELATIONS TU: B PUBLIC RELATIONS, PUBLIC RELATIONS AND MARKETINGR, PUBLIC RELATIONS AND EVENTS MANAGEMENT.				
UWE	**Introduction to PR & Communication UACAKF-15-1**	**Professional Craft Skills UACAJJ-30-1**	**Newsgathering UACALG-30-1**	**Journalism Fieldwork UACAKA-30-1**	**Journalism and Society UACAKJ-15-1**
TU	PR Principles BMC 2514 Communication Theory BMC1144 Principles of Marketing BUF2304 Introduction to International Business BUS2514 Promotional Writing BMC 2524	Innovative Media BMC 1314 Illustration and Visual Narrative CDD 1414 Critical and Creative Thinking BMC 1134	Media Writing BMC 1154 Critical and Creative Thinking BMC 1134 Intercultural communication BMC 1124 Photography BMC1164	Intercultural communication BMC 1124 Media Writing BMC 1154 Critical and Creative Thinking BMC 1134 Intercultural communication BMC 1124 Photography BMC1164	Intro to Mass Communication BMC 1114 Communication Theory BMC1144 Visual Communication BMC 1324 Media Writing BMC 1154 Critical and Creative Thinking BMC 1134 Intercultural communication BMC 1124

LEVEL-2/SEMESTERS 3&4

<table>
<tr><td colspan="6">UWE BA (HONS) JOURNALISM + PUBLIC RELATIONS
TU B MASS COMMUNICATION (PR)</td></tr>
<tr><td></td><td>Compulsory</td><td>Compulsory</td><td>Compulsory</td><td>Options UWE</td><td>Minor Pathways TU</td></tr>
<tr><td>UWE</td><td>**Visual Journalism UACPRN-30-2**</td><td>**Reputation Management UACAH4-30-2**</td><td>**Web Media UACPAR-30-2**</td><td>**Exploring Creative Advertising Processes UADAH3-30-2**</td><td>Advertising Minor</td></tr>
<tr><td rowspan="4">TU</td><td rowspan="4">Communication Research Fundamentals BMC 2114

Broadcasting Principles BMC2614

Audience Studies BMC2634</td><td rowspan="4">PR Principles BMC2514

Publicity and Media Relations BMC2534

Crisis Management BMC2544

Financial PR BMC3514

International Public Relations BMC3524</td><td rowspan="4">Interactive Media BMC 2314

E-marketing BMC2155</td><td>**Photomedia UACPAU-30-2**</td><td>Journalism Minor</td></tr>
<tr><td>**Screen Media UACA9B-30-2**</td><td>Broadcasting Minor</td></tr>
<tr><td colspan="2">See Minors Chart for details</td></tr>
</table>

OR

	Compulsory	Compulsory UWE only	Compulsory	Compulsory TU only	Compulsory TU only	Options UWE Compulsory TU
	UWE BA (HONS) JOURNALISM + PUBLIC RELATIONS **TU B MASS COMMUNICATION (PR AND MARKETING)**					
UWE	**Visual Journalism UACPRN-30-2**	**Reputation Management UACAH4-30-2**	**Web Media UACPAR-30-2**	**Media Campaigns and Activism UACAHG-15-3**	**Copywriting UACAHH-15-3**	**Exploring Creative Advertising Processes UADAH3-30-2**
TU	Communication Research Fundamentals BMC 2114 Broadcasting Principles BMC2614 Audience Studies BMC2634	PR Principles BMC2514 Crisis Management BMC2544 Financial PR BMC3514 International Public Relations BMC3524	Interactive Media BMC 2314 E-marketing BMC2155	Publicity and Media Relations BMC2534 Promotional Management BMC2914	Promotional Writing BMC 2524	Consumer Behaviour BUS2344

OR

UWE BA (HONS) JOURNALISM + PUBLIC RELATIONS TU B MASS COMMUNICATION (PR AND EVENTS MANAGEMENT)						
	Compulsory	Compulsory	Compulsory	Compulsory TU	Optional UWE	Optional UWE
UWE	**Visual Journalism UACPRN-30-2**	**Reputation Management UACAH4-30-2**	**Web Media UACPAR-30-2**	**Cultural Production: Exhibitions and Events UACAJF-30-2**	**Exploring Creative Advertising Processes UADAH3-30-2**	**Photomedia UACPAU-30-2**
TU	Communication Research Fundamentals BMC 2114 Broadcasting Principles BMC2614 Audience Studies BMC2634	PR Principles BMC2514 Publicity and Media Relations BMC2534 Crisis Management BMC2544 Financial PR BMC3514 International Public Relations BMC3524	Interactive Media BMC 2314 E-marketing BMC2155	Introduction to Events and Meetings HTM1933 Events Operation HTM2723 Design for Events HTM1973 Entertainment Management HTM2703 Exhibition Management HTM2712 Special Events and Festivals HTM3702		

LEVEL 3/ SEMESTERS 5&6

<table>
<tr><td colspan="9">UWE BA (HONS) JOURNALISM + PUBLIC RELATIONS
TU B MASS COMMUNICATION (PR)</td></tr>
<tr><td></td><td>Compulsory</td><td>Compulsory</td><td>Compulsory</td><td>Optional UWE
Compulsory TU</td><td>Optional UWE</td><td>Optional UWE</td><td>Options UWE</td><td>Minor Pathways TU</td></tr>
<tr><td>UWE</td><td>PR Practices and Strategies UACAHN-30-3</td><td>Media Law & Ethics UACAHF-15-3</td><td>Journalism Futures UACAH5-15-3</td><td>Work Experience UACPMN-30-3</td><td>Media Campaigns and Activism UACAHG-15-3</td><td>Copywriting UACAHH-15-3</td><td>Production Project (Journalism& PR) UACAHT-30-3</td><td>Journalism Minor</td></tr>
<tr><td rowspan="4">TU</td><td rowspan="4">Services Marketing BUS2314

Direct Marketing BUS2334

Issues in Marketing BMC3934

Relationship Marketing BMC2923

E-Marketing BMC2155</td><td rowspan="4">Media Law & Ethics BMC 3113</td><td rowspan="4">Reporting for New Media BMC3734</td><td rowspan="4">Internship BMC 3916

Professional Media Workshop BMC 3925

Public Relations Consultancy BMC3536</td><td rowspan="4">Publicity and Media Relations BMC2534

Public Relations Consultancy BMC3536</td><td rowspan="4">Promotional Writing BMC 2524

Public Relations Consultancy BMC3536</td><td>Creative Advertising Design UADAJ7-30-2</td><td>Advertising Minor</td></tr>
<tr><td>Visual Journalism UACPRN-30-2 (TU only)</td><td>Broadcasting Minor</td></tr>
<tr><td colspan="2">See Minor Pathway Chart for details</td></tr>
</table>

OR

	UWE BA (HONS) JOURNALISM + PUBLIC RELATIONS TU B MASS COMMUNICATION (PR AND MARKETING)						
	Compulsory	Compulsory	Compulsory	Option UWE Compulsory TU	Compulsory TU only	Optional UWE	Optional UWE
UWE	PR Practices and Strategies UACAHN-30-3	Media Law & Ethics UACAHF-15-3	Journalism Futures UACAH5-15-3	Work Experience UACPMN-30-3	Reputation Management UACAH4-30-2	Media Campaigns and Activism UACAHG-15-3	Copywriting UACAHH-15-3
TU	Services Marketing BUS2314 Direct Marketing BUS2334 Issues in Marketing BMC3934 Relationship Marketing BMC2923 E-Marketing BMC2155	Media Law & Ethics BMC 3113	Reporting for New Media BMC3734	Internship BMC 3916 Professional Media Workshop BMC 3925	PR Principles BMC2514 Publicity and Media Relations BMC2534 Crisis Management BMC2544 Financial PR BMC3514 International Public Relations BMC3524	Publicity and Media Relations BMC2534	Promotlonal Writing BMC 2524 Public Relations Consultancy BMC3536

OR

TU MINORS

Minor: Journalism

UWE	Photomedia UACPAU-30-2	Production Project (Journalism and Public Relations) UACAHT-30-3
TU	Photo Journalism BMC 2714	Digital Storytelling & Production BMC 3424 Print News Reporting BMC 3714 Creative Writing BMC 3724 Newspaper & Magazine Production BMC 3744 Reporting for New Media BMC 3734

Minor: Broadcasting

UWE	Screen Media UACA9B-30-2	Visual Journalism UACPRN-30-2
TU	Broadcasting Principles MC 2614 Audience Studies BMC 2634 Film Studies BMC 2654	Broadcasting Principles BMC2614 Writing for Broadcast BMC 2624 Radio and TV Production BMC 2644

Minor: Advertising

UWE	Exploring Creative Advertising Processes UADAH3-30-2	Creative Advertising Design UADAJ7-30-2
TU	Promotional Writing BMC 2524 Consumer Behaviour BUS 2344 Media Strategy BMC 3414 Brand Management BMC 3425 Advertising Campaign BMC 3436	Advertising Principles BMC 2414 Creative Copywriting BMC 2434 Creative Concept and Visualisation BMC 2424 Advertising Design and Execution BMC 2444

Minor: Public Relations

UWE	Reputation Management UACAH4-30-2	Media Campaigns and Activism UACAHG-15-3	Copywriting UACAHH-15-3
TU	PR Principles BMC2514 Publicity and Media Relations BMC2534 Crisis Management BMC2544 Financial PR BMC3514 International Public Relations BMC3524	Publicity and Media Relations BMC2534 Public Relations Consultancy BMC3536	Promotional Writing BMC2524 Public Relations Consultancy BMC3536

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Next Periodic Curriculum Review due date	September 2018			
Date of last Periodic Curriculum Review				