

**KEY PROGRAMME INFORMATION**

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credit</b> BA (Hons) Communication and Media - 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits	
<b>Intermediate award(s), title(s) and credits</b> Certificate in Higher Education Communication and Media – 120 (60 ECTS) Level 4 Credits Diploma of Higher Education Communication and Media – 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 credits	
<b>UCAS Programme Code(s)</b> P900	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100444 – Media and Communication Studies
<b>External reference points</b> The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards (October 2014), incorporating; <ul style="list-style-type: none"> <li>• The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies:</li> <li>• The frameworks and their levels</li> <li>• The qualification descriptors</li> <li>• Responsibilities for implementing an outcomes-based approach to the award qualifications</li> </ul> QAA Subject Benchmark Statement – Communication, media, film and cultural studies (2016)	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> n/a	
<b>Places of delivery</b> Talbot Campus, Bournemouth University	
<b>Mode(s) of delivery</b> Full-time Full-time Sandwich	<b>Language of delivery</b> English
<b>Typical duration</b> Full-time – 3 years (including 4 weeks placement) Full-time sandwich – 4 years (including a minimum 30-week placement)	
<b>Date of first intake</b> September 2024	<b>Expected start dates</b> September
<b>Maximum student numbers</b> n/a	<b>Placements</b> Students may choose to undertake a 30-week sandwich placement or 4 week ‘short placement’ between Level 5 and 6. Current practice is that students find their own placement with support from the Faculty Placements Team.
<b>Partner(s)</b> n/a	<b>Partnership model</b> n/a
<b>Date of this Programme Specification</b> June 2024	
<b>Version number</b> v3.1-0924	
<b>Approval, review or modification reference numbers</b> E222307 FMC 2324 13, approved 22/11/2023, previous version v3.0-0924 EC 2324 22, approved 17/06/2024, version remains unchanged	
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## Programme Specification – Section 1

### PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Communication and Media								
Year 1/Level 4								
Students are required to complete 6 core units.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code
			Exam 1	Cwk 1	Cwk 2			
Adventures in Popular Culture	Core	20		40	60	36	FMC v1.0	100320
Introduction to Communication: Theory and Practice	Core	20		50	50	36	v1.0	100444
Principles of Marketing and Marketing Communications	Core	20		100		36	v1.0	100075
Introduction to Journalism: News and Features	Core	20		60	40	42	v1.0	100444
Introduction to Storytelling	Core	20		50	50	36	v1.0	100444
Media, Culture and Society	Core	20		50	50	36	v1.0	100444
Progression requirements: Requires 120 credits at Level 4								
Exit qualification: Cert HE Communication and Media (Requires 120 credits at Level 4)								

## Programme Specification – Section 1

<b>Year 2/Level 5</b> Students are required to complete 4 core units and choose 2 optional units.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code
			Exam 1	Cwk 1	Cwk 2			
Digital Communication	Core	20		100		36	v1.0	100444
Journalism in Practice	Core	20		50	50	36	v1.0	100444
Brands and Digital Branding	Option	20		100		36	FMC v1.0	100075
Storytelling for Screen	Option	20		60	40	36	v1.0	100444
Media and Audience Research	Core	20		80	20	36	v1.0	100444
Media: Messages and Meanings	Core	20		20	80	36	v3.0	100444
Global Current Affairs	Option	20		50	50	40	FMC v2.0	100442
Remix Cultures	Option	20		40	60	36	v1.0	100444
<b>Progression requirements:</b> Requires 120 credits at Level 5 and 120 credits at Level 4								
<b>Exit qualification:</b> Dip HE Communication and Media (Requires 120 credits at Level 4 and 120 credits at Level 5)								
<b>Compulsory/Optional placement year in industry/business:</b> Compulsory completion of 4-week short placement or 30-week sandwich placement. Students who have worked in a relevant industry role for a substantial period of time before enrolling on the course can request exemption from placement.								
<b>Progression requirements:</b> Students can progress to level 6 without having completed placement but must complete a minimum of a 4-week placement before graduating.								

## Programme Specification – Section 1

<b>Year 3/Level 6</b>								
Students are required to complete two core units and choose three optional units								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code
			Exam 1	Cwk 1	Cwk 2			
Media Convergence	Core	20		40	60	43	v2.0	100444
Dissertation	Core	40		100		24	FMC v2.0	100444
Advertising	Option	20		100		36	v3.0	100444
Media and Trauma	Option	20		80	20	40	v3.0	100444
Media, Sport and Society	Option	20		50	50	36	v1.0	100445
Race, Media and Inequality	Option	20		100		48	FMC v2.0	100075
Social Journalism	Option	20		100		36	v1.0	100444
Social Media Management	Option	20		100		48	FMC v2.0	100075
Visual and Creative Persuasion	Option	20		60	40	48	FMC v1.0	100075
Writing, Editing and Publishing	Option	20		100		36	FMC v3.0	100320
Celebrity Culture	Option	20		100		36	v3.0	100444
Gender and Society	Option	20		50	50	36	v1.0	100444
Global Issues: Media, Communication and Crisis	Option	20		100		36	v1.0	100444
Interactive Digital Storytelling	Option	20		100		36	FMC v1.0	100320
Public Relations	Option	20		100		36	v3.0	100444
<b>Exit qualifications</b>								
<ul style="list-style-type: none"> <li>- <b>Sandwich UG award:</b> BA (Hons) Communication and Media</li> <li>- <b>Full-time UG award:</b> BA (Hons) Communication and Media</li> </ul>								

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

BA Communication and Media is designed for students who enjoy studying how people communicate through media texts and who want to work in the communication and media industries but take an interdisciplinary approach rather than specialising in one specific area too soon. The course is built around five streams of study (Cultural Studies, Digital Communications, Journalism, Storytelling, and Marketing Communications) which balance a central core of cultural and digital media studies with units that emphasise creative and professional studies.

The course aims to:

- Produce flexible graduates who can think rigorously, critically, analytically, and imaginatively, who can apply knowledge to practical situations, and who can debate on academic and cultural issues relevant to contemporary society.
- Develop graduates' professional and creative writing, digital skills, ability to communicate persuasively with different audiences, and ability to approach professional communication in an analytical way in order to meet the needs of employers. The placement provides the opportunity to see and use some of these skills in the workplace.
- Provide graduates with the ability to see the role that media and communications play in sites of economic, political, and cultural power, to show skills for informed debate on views which propagate, challenge and oppose prevailing culture, and the ability to communicate publicly in an inclusive, responsible, and socially aware way.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

The design of the unit specifications has taken into account FLIE's use of Bloom's Taxonomy of Higher Order Thinking in the level-appropriate use of consistent assessment terminology in Intended learning Outcomes (ILOs). We have also integrated the UN Sustainability Development Goals in the specifications to align with BU's vision.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection, practice).

## Programme Specification - Section 2

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically desirable.

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

### INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

#### PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>A1 major thinkers, debates and intellectual paradigms relevant to communication, cultural studies, and media.</p> <p>A2 contemporary culture and society.</p> <p>A3 a wide variety of written, visual, and audio texts including digital media.</p> <p>A4 one or more designated areas of the field e.g. journalism, marketing communications.</p> <p>A5 the mass media and communication industries.</p> <p>A6 industry standard technical and digital approaches.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• Lectures, guest lectures, seminars, screenings, flipped classroom content, debates, tutorials (A1 – A6);</li> <li>• Directed reading, academic VLE content, independent research (A1 – A5);</li> <li>• Workshops, technical VLE content (A4, A6);</li> <li>• Field trips (A2, A4, A5);</li> <li>• Replication of authentic industry experience through collaborative creativity days with public-facing outputs (A3-A6)</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• Coursework essays, portfolios, debates, presentations (A1 – A5);</li> <li>• Dissertation (A1 – A6);</li> <li>• Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (A4, A6)</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>B1 think critically, logically and creatively</p> <p>B2 consider and evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• Lectures, guest lectures, seminars, screenings, flipped classroom content, debates, tutorials (B1 – B5);</li> <li>• Directed reading, academic VLE content, independent research (B1 – B5);</li> <li>• Workshops, technical VLE content (B4);</li> <li>• Field trips (B1, B5).</li> </ul>

## Programme Specification - Section 2

B3	retrieve and generate information and evaluate sources in carrying out independent research.	<ul style="list-style-type: none"> <li>• <i>Replication of authentic industry experience through collaborative creativity days with public-facing outputs (B1-A6)</i></li> </ul>
B4	apply a problem-solving approach to activities such as research, group work, practical projects, artefact creation.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (B1 – B5);</i></li> <li>• <i>Dissertation (B1 – B5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (B1, B3, B4).</i></li> </ul>
B5	analyse, synthesise and respond to a range of ideas, concepts and attitudes.	<ul style="list-style-type: none"> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (B1, B3, B4).</i></li> </ul>
<b>C: Practical skills</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
This programme provides opportunities for students to:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1	produce competent professional writing and artefacts for the intended audience/readership.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Seminars, flipped classroom content, tutorials (C1 – C3);</i></li> <li>• <i>Directed reading, academic VLE content, independent research (C2,C4);</i></li> <li>• <i>Workshops, technical VLE content (C1,C3,C5);</i></li> <li>• <i>Replication of authentic industry experience through collaborative creativity days with public-facing outputs (C1, C3-C6)</i></li> </ul>
C2	undertake textual analysis of a variety of forms and genres.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (C1 – C4);</i></li> <li>• <i>Dissertation (C1 – C5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (C1, C3, C5).</i></li> </ul>
C3	use appropriate communication skills to interact effectively in a variety of social and professional contexts.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (C1 – C4);</i></li> <li>• <i>Dissertation (C1 – C5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (C1, C3, C5).</i></li> </ul>
C4	conduct primary and secondary research and present it appropriately using current conventions.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (C1 – C4);</i></li> <li>• <i>Dissertation (C1 – C5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (C1, C3, C5).</i></li> </ul>
C5	use media and digital production technologies.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (C1 – C4);</i></li> <li>• <i>Dissertation (C1 – C5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (C1, C3, C5).</i></li> </ul>
<b>D: Transferable skills</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
This programme provides opportunities for students to:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
D1	communicate effectively in academic and professional contexts in a variety of forms including digital and/or analogue artefacts.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>seminars, flipped classroom content, debates, tutorials (D1 – D4);</i></li> <li>• <i>Independent research (D1 – D5);</i></li> <li>• <i>Workshops (D1 – D5);</i></li> <li>• <i>Replication of authentic industry experience through collaborative creativity days with public-facing outputs (D1-D5)</i></li> </ul>
D2	work productively both independently and in groups/teams.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (D1 – D5);</i></li> <li>• <i>Dissertation (D1 – D5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (D1, D2, D5).</i></li> </ul>
D3	construct complex arguments.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (D1 – D5);</i></li> <li>• <i>Dissertation (D1 – D5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (D1, D2, D5).</i></li> </ul>
D4	present and defend ideas orally and in writing.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (D1 – D5);</i></li> <li>• <i>Dissertation (D1 – D5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (D1, D2, D5).</i></li> </ul>
D5	produce appropriately referenced work to a given format, brief and deadline.	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (D1 – D5);</i></li> <li>• <i>Dissertation (D1 – D5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (D1, D2, D5).</i></li> </ul>

**LEVEL 5/DipHE INTENDED LEVEL OUTCOMES**

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 theoretical approaches to popular culture and literary texts including structuralism, feminist theory, narrative theory, reader response and reception theory.</p> <p>A2 a range of research methods and approaches.</p> <p>A3 the power of words and images to generate meaning and exert influence.</p> <p>A4 key issues and theoretical approaches to the study of media and its audiences</p> <p>A5 major approaches to the study and analysis of group interaction in different cultures and contexts.</p> <p>A6 industry standard technical and digital approaches.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• Lectures, guest lectures, seminars, screenings, flipped classroom content, debates, tutorials (A1 – A6);</li> <li>• Directed reading, academic VLE content, independent research (A1 – A5);</li> <li>• Workshops, industry days, technical VLE content (A4, A6);</li> <li>• Field trips (A2, A4, A5).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• Coursework essays, portfolios, debates, presentations (A1 – A6);</li> <li>• Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (A2, A4, A6).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 evaluate and apply major principles and theoretical frameworks.</p> <p>B2 apply underlying concepts and principles to a range of contexts including their own professional placement.</p> <p>B3 critically engage with different approaches to media and cultural texts.</p> <p>B4 exercise independent critical judgement in the close reading of texts.</p> <p>B5 synthesise a range of views and opinions.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• Lectures, guest lectures, seminars, screenings, flipped classroom content, debates, tutorials (B1 – B5);</li> <li>• Directed reading, academic VLE content, independent research (B1 – B5);</li> <li>• Workshops, industry days, technical VLE content (B2, B3, B5);</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• Coursework essays, portfolios, debates, presentations (A1 – A6);</li> <li>• Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (A2, A4, A6).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• Seminars, screenings, flipped classroom content, debates, tutorials (C1 – C4);</li> </ul>



## Programme Specification - Section 2

C1	analyse a variety of narrative texts including films, television, news journalism, popular culture.	<ul style="list-style-type: none"> <li>• <i>Directed reading, academic VLE content, independent research (C1 – C4);</i></li> <li>• <i>Workshops, industry days, technical VLE content (C2, C5);</i></li> </ul>
C2	express ideas using professional writing conventions and formats.	
C3	write and develop material for a variety of media.	
C4	develop a critical awareness of media representations and effects.	
C5	use media and digital production technologies.	
<b>D: Transferable skills</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
D1	write quickly, accurately and to brief.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Seminars, flipped classroom content (D1 – D5);</i></li> <li>• <i>debates, tutorials (D3-D5);</i></li> <li>• <i>Directed reading, academic VLE content, independent research (D2);</i></li> <li>• <i>Workshops, industry days (D1 – D5);</i></li> </ul>
D2	retrieve data using electronic sources.	
D3	manage communication process in groups and teams.	
D4	present material using effective oral presentation skills.	
D5	reflect upon and appraise personal development.	
		<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (A1 – A6);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (A2, A4, A6).</i></li> </ul>

### LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<b>A: Knowledge and understanding</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to develop and demonstrate knowledge and understanding of:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
A1	the principles of good written English.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Lectures, guest lectures, seminars, screenings, flipped classroom content, debates, tutorials (A1 – A6);</i></li> <li>• <i>Directed reading, academic VLE content, independent research (A1 – A3);</i></li> <li>• <i>Workshops, industry days, technical VLE content (A4 - A6);</i></li> <li>• <i>Field trips (A2, A4).</i></li> </ul>
A2	theoretical approaches to the media and its audiences.	
A3	basic theoretical approaches to genre.	
A4	key interpersonal communication skills.	
A5	communication of branding to the consumer.	
		<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (A1 – A6);</i></li> </ul>

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A6	industry standard technical and digital approaches.	<ul style="list-style-type: none"> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (A2, A4, A6).</i></li> </ul>
<b>B: Intellectual skills</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to:		
B1	put forward an argument.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>• <i>Lectures, guest lectures, seminars, screenings, flipped classroom content, debates, tutorials (B1–B3);</i></li> <li>• <i>Directed reading, academic VLE content (B2, B3);</i></li> <li>• <i>Workshops, industry days (B1-B3);</i></li> <li>• <i>Field trips (B3).</i></li> </ul>
B2	assess and compare different forms of communication.	
B3	recognise and articulate different ideas and concepts.	
		Assessment strategies and methods: <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (B1-B3);</i></li> </ul>
<b>C: Practical skills</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to:		
C1	produce effective, appropriately presented and targeted materials.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>• <i>Seminars, flipped classroom content (C1 – C5);</i></li> <li>• <i>Directed reading, academic VLE content (C1 – C4);</i></li> <li>• <i>Workshops, industry days (C1-C5);</i></li> </ul>
C2	write accurately and persuasively.	
C3	reference accurately.	
C4	analyse and assess individual texts.	Assessment strategies and methods: <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, presentations (C1-C5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (C1, C2, C5).</i></li> </ul>
C5	apply concepts of interpersonal communication to practical situations.	
<b>D: Transferable skills</b>		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to:		
D1	use written communication in several of its most common modes and conventions.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>• <i>Seminars, flipped classroom content, tutorials (D1 – D5);</i></li> <li>• <i>Directed reading, academic VLE content, (D1 – D5);</i></li> <li>• <i>Workshops, industry days (D1-D5);</i></li> </ul>
D2	design and deliver effective presentations appropriate to the audience.	
D3	work as a member of a team.	
D4	manage own time and workload.	Assessment strategies and methods: <ul style="list-style-type: none"> <li>• <i>Coursework essays, portfolios, debates, group presentations (D1 – D5);</i></li> <li>• <i>Creative and technical outputs e.g. blogging, vlogging, podcasting, visual and web design (D1 – D5).</i></li> </ul>
D5	work to a given brief.	

Programme Specification - Section 2

Programme Skills Matrix

	Programme Intended Learning Outcomes	A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5
L6	Media Convergence	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x
L6	Dissertation	x	x	x	x	x		x		x	x	x	x	x	x	x		x	x	x	x	x
L6	Advertising	x	x	x	x	x		x		x	x	x	x	x	x	x		x	x	x	x	x
L6	Celebrity Culture	x	x	x	x	x		x	x	x	x	x	x	x	x			x	x	x	x	x
L6	Gender and Society	x	x	x	x	x		x		x	x	x	x	x	x			x	x	x	x	x
L6	Global Issues: Media, Communication & Crisis	x	x	x	x	x		x		x	x	x	x	x	x			x	x	x	x	x
L6	Media and Trauma	x	x	x	x	x		x	x	x	x	x	x	x	x			x	x	x	x	x
L6	Media, Sport and Society	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x	x
L6	Public Relations	x	x	x	x	x		x		x	x	x	x	x	x			x	x	x	x	x
L6	Race, Media and Inequality	x	x	x	x	x	x	x		x	x	x	x	x	x	x		x	x	x	x	x
L6	Social Media Management	x	x	x	x	x	x	x	x	x	x	x	x	x	x			x	x	x	x	x
L6	Visual and Creative Persuasion	x	x	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x	x
L6	Interactive Digital Storytelling	x	x	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x	x
L6	Writing, Editing and Publishing	x	x	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x	x
L5	Digital Communication	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x			x
L5	Journalism in Practice	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x			x
L5	Storytelling for Screen	x	x	x	x	x	x	x	x		x	x	x	x	x		x	x	x	x	x	x
L5	Brands and Digital Branding	x	x	x	x	x		x		x	x	x	x	x	x			x	x			
L5	Media: Messages and Meanings	x	x	x	x	x		x		x	x	x	x	x	x			x	x			x
L5	Media and Audience Research	x	x	x	x	x		x	x	x	x	x	x	x	x	x		x	x			x
L5	Remix Cultures	x	x	x	x	x		x		x	x	x	x	x	x			x	x			
L5	Global Current Affairs	x	x	x	x	x		x		x	x	x	x	x	x			x	x	x	x	
L4	Introduction to Communication: Theory and Practice	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x			x	x
L4	Adventures in Popular Culture	x	x	x	x	x		x		x	x	x	x	x	x			x	x	x	x	x
L4	Principles of Marketing and Marketing Communications	x	x	x	x	x		x		x	x	x	x	x	x			x				x
L4	Introduction to Journalism: News and Features	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x
L4	Media, Culture and Society	x	x	x	x			x		x	x	x	x	x	x			x				x
L4	Introduction to Storytelling	x	x	x	x		x	x	x		x	x	x	x	x		x	x	x	x	x	x

## ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: [Courses | Bournemouth University](#)

## PROGRESSION ROUTES

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the [recognition register](#) for a full list of approved Recognition arrangements and agreed entry criteria.

Applicants may be allowed to enter Level 5 of this programme with advanced standing, on the basis of the successful completion of the International Year One (IYO) in Media and Communications at Kaplan via a formal internal Progression arrangement.

## ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The four week professional placement is a key feature in developing students' ability to practice professionally. It provides an opportunity for students to integrate the academic and skills-based learning acquired during the first two levels. It enables students to analyse and evaluate their own learning in the context of self and employer appraisals.

The placement is mandatory but students who have previous relevant work experience may apply for exemption on production of suitable evidence.

It is not defined as a credit-bearing unit and is assessed on a pass/fail basis using a reflective assignment and employer appraisal. Students usually complete the placement before entering the third level and must normally have completed the minimum of four weeks before the final Assessment Board in order to graduate.

Students must complete a minimum of 4 weeks' work experience, but ([with sufficient notice](#)) can choose to do a minimum 30 week placement instead should they wish. The work placement must take place between the second and final year of study and be in the broad area of communication and media. In order to be allowed to proceed to the final year of study, students must:

- Complete a minimum of 30 weeks satisfactory work experience;
- Complete the placement reflective assignment satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in;
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

For students studying on the full-time mode at least 4 working weeks of work experience is a graduation requirement (not a progression requirement into their final year as for the sandwich degrees).

The supervised work placement year draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of communication and media and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops final projects or dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.