KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credits MA Media and Communication (180 credits, 90 ECTS)	
Intermediate award(s), title(s) and credits PG Diploma Media and Communication (120 Credits 60 ECTS) PG Certificate Media and Communication (60 Credits 30 ECTS)	
UCAS Programme Code(s) (where applicable and if known) n/a	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.** 100444 Media & Communication Studies
External reference points The descriptor for a higher education qualification at Level 7 (Master's Level) as issued by the Framework for Higher Education Qualifications. The QAA benchmark statements for undergraduate degrees in Communication, Media, Film and Cultural Studies.	
Professional, Statutory and Regulatory Body (PSRB) links None	
Places of delivery Bournemouth University	
Mode(s) of delivery Full time	**Language of delivery** English
Typical duration September Intake Full time – 12 months without an optional placement Full time – 24 months with an optional placement January Intake Full time – 16 months without an optional placement Full time – 24 months with an optional placement	
Date of first intake September 2020	**Expected start dates** September and January
Maximum student numbers Not applicable	**Placements** Optional
Partner(s) Not applicable	**Partnership model** Not applicable
Date of this Programme Specification May 2024	
Version number 1.2-0925	
Approval, review or modification reference numbers E192012, approved 21/07/2020, FMC2021 11 approved 20/01/21 FMC 2324 25, approved 09/05/2024, previous version 1.1 -0924	
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PROGRAMME STRUCTURE

Programme Award and Title: MA Media and Communication							

Stage 1 / Level 7
Students are required to complete all core units and complete 2 options units (optional units need to have a sufficient number of students to run)

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Key Concepts & Methods: Texts and Artefacts	Core	20		100		36	1.0	100444
Key Concepts & Methods: Users and Producers	Core	20		100		36	1.0	100444
Communicating Ideas in the Digital Age	Core	20		100		36	1.0	100444
Media Diversity & Cross-Cultural Communication	Core	20		100		36	1.0	100444 101233 Cultural Studies (%)
Contemporary Perspectives in Media and Communication	Option	20		100		36	1.0	100444
Media and Global Challenges	Option	20		100		36	5.1	100442
New Media Innovation	Option	20		100		36	5.1	100445 (50%) 100440 (50%)
Brands and Branding	Option	20		50	50	40	2.0	100449 (70%) 100074 (30%)
Consumer Insights	Option	20		100		40	2.0	100075
Major Project	Core	60		80	20	12	1.0	100444

Exit qualification:
MA Media and Communication requires 180 credits at level 7
PG Cert Media and Communication requires 60 credits at Level
PG Dip Media and Communication requires 120 credits at Level 7

Placement*: optional*, two semesters (30 weeks). The placement is non-credit bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 30 weeks). The placement will appear on students' degree transcripts. Students are required to find their own placements. Students must comply with visa requirements. Placement should be aligned with the aims and subject areas of the programme (creative industries, communications industries, or similar.

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

The framework is designed for graduates with first degrees to engage in the advanced level study of media and communication. This study will develop students' critical skills and subject understanding to a higher level. These skills will equip graduates for a career in the communications or media industry broadly defined, or for further study at doctoral level.

The framework offers a central core, with the choice of specialist areas of study. The final master's stage of the programme provides students with an opportunity to engage within their own research project, and to communicate the outcomes of this work to an audience through an 'exhibition'.

The programme aims to produces flexible graduates who can think rigorously, critically, analytically and imaginatively and apply knowledge to practical situations. The programme also aims to equip graduates with the necessary analytical skills, knowledge and understanding to carry on to further academic research at doctoral level.

By the end of the course students will have developed strong oral communication skills, digital communication skills, and learn to present themselves and their ideas in a professional manner using a variety of communication techniques.

Employers of MA Media and Communication graduates are looking for lifelong independent learners who have strong communication skills and the ability to work in teams. This is reflected in the aims and intended learning outcomes of the programme. Graduates of the programme are anticipated to enter a wide range of careers in the communication and media industries; some will be moving into the early stages of an academic career within higher education in their country of origin.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Our renewed and innovated curriculum for the MA Media and Communication is informed by the BU2025 Strategy of Fusion, in that elements of professional practice (media production, digital skills, communicating to diverse audiences, navigating global creative industries) are combined with society-oriented thematic issues that take a creative and inclusive approach to the field of media and communication. Furthermore, the professional practice that we combine with our research-based teaching and teaching methods is not merely an additional perspective but a key component of the curriculum itself (as evidenced in our Communicating Ideas in the Digital Age core unit and Exhibition component of the degree), thus creating a fused learning experience, and advancing a globally minded, digitally sophisticated approach to media and communication.

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).

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 sound.

Specific to Media and Communications, most units are worth 20 credits (the major project is worth 60 credits) and are compliant with the university's semester system. Students who take an optional placement will engage in 30 weeks of full-time work based learning after they complete their studies.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a team comprising 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.

All units are weighted towards shared expertise, with delivery team members, where appropriate, positioned to co- and cross-teach.

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

PROGRAMME INTENDED PROGRAMME OUTCOMES

A: Subject knowledge and understanding This programme 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 programme learning outcomes:
A1 A systematic understanding of key constructs informing communication theory; **A2** A comprehensive understanding of research techniques applicable to the study of communication and media; **A3** Originality in the application of knowledge about communication within the media and communication context; **A4** Understanding of how practice can be used to interpret research outcomes to a variety of audiences; **A5** Understanding how the boundaries of knowledge are advanced through research.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1 – A5); • independent study (A1 – A5). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (A1 – A5); • major project (A1 – A5).

B: Intellectual skills	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
This programme provides opportunities for students to:	
B1 A conceptual understanding of issues related to media and communication which enables students to evaluate critically advanced scholarship within their discipline; **B2** A conceptual understanding of methodologies enabling the critique of those methodologies.	Learning and teaching strategies and methods: • lectures (B1 – B2); • seminars (B1 – B2); • directed reading (B1 – B2).
	Assessment strategies and methods: • coursework (B1 – B2); • major project (B1 – B2).
C: Practical skills	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:	
C1 The ability to deal with complex issues regarding aspects of communication and media systematically and creatively; **C2** The ability to communicate research outcomes in digital and non-digital formats clearly to specialist and non-specialist audiences;	Learning and teaching strategies and methods: • lectures (C1 – C3); • independent study (C1 – C3); • practical workshops (C1 – C3); • group exercises (C1 – C3).
C3 The ability to make valuable contributions towards media and communications practice within complex local, global or unpredictable environments.	Assessment strategies and methods: • coursework (C1 – C3); • major project (C1 – C3).
D: Transferable skills	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:	
D1 Self-direction and originality in tackling and solving problems; **D2** An ability to act autonomously in planning and implementing tasks at a professional level individually and as part of a group; **D3** An ability to exercise initiative and personal responsibility;	Learning and teaching strategies and methods: • seminars (D1 – D5); • directed reading (D1 – D5); • group exercises (D1 – D3); • independent research (D1 – D5).
D4 The independent learning ability required for continuing professional development; **D5** The ability to produce appropriately referenced work to a given format, brief and deadline.	Assessment strategies and methods: • coursework (D1 – D5); • assessed presentations (D1 – D3); • major project (D1 – D5).

ADMISSION REGULATIONS

The University's standard Admission Regulations are available here
https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.pdf

PROGRESSION ROUTES

There are no progression arrangements for the programme at this time.

ASSESSMENT REGULATIONS

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

Regulations for PG taught programmes are here:
https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

An optional placement experience will provide an opportunity to apply the skills of critical understanding and analysis within the workplace, and importantly to develop a thorough understanding of an aspect of the media and communication industry reflected within their placement destination.

Graduation is not conditional on completing a placement and placement is not defined as a credit-bearing unit. It is assessed on a pass/fail basis using the log book and employer appraisal. Students must have completed their placement of 30 weeks before the final Assessment Board.
If undertaken, to complete a placement students must:

- Complete 30 weeks satisfactory work experience

- Complete the placement log book 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.

Programme Skills Matrix

Units		Programme Learning Outcomes														
		A1	A2	A3	A4	A5	B1	B2	C1	C2	C3	D1	D2	D3	D4	D5
L E V E L 7	**Major Project**	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Key Concepts & Methods: Texts and Artefacts	x	x	x		x	x	x	x			x	x	x	x	x
	Key Concepts & Methods: Users and Producers	x	x	x		x	x	x	x			x	x	x	x	x
	Media Diversity & Cross-Cultural Communication	x	x	x		x	x		x		x	x	x	x	x	x
	Communicating Ideas in the Digital Age	x		x	x	x	x		X	x	x	x	x	x	x	x
	Contemporary Perspectives in Media and Communication	x	x	x		x	x		x		x	x	x	x	x	x
	Media and Global Challenges	x	x		x	x		x		x	x			x	x	x
	New Media Innovation	x		x	x	x			x	x	x	x	x	x	x	x
	Brands and Branding	x		x	x				x	x	x	x	x	x	x	x
	Consumer Insights	x	x	x	x			x	x	x	x	x	x	x	x	x

A – Subject Knowledge and Understanding
This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:

1. A systematic understanding of key constructs informing communication theory;

2. A comprehensive understanding of research techniques applicable to the study of communication and media;

3. Originality in the application of knowledge about communication within the media and communication context;

4. Understanding of how practice can be used to interpret research outcomes to a variety of audiences;

5. Understanding how the boundaries of knowledge are advanced through research.

C – Subject-specific/Practical Skills
This programme provides opportunities for students to:

1. The ability to deal with complex issues regarding aspects of communication and media systematically and creatively;

2. The ability to communicate research outcomes in digital and non-digital formats clearly to specialist and non-specialist audiences;

3. The ability to make valuable contributions towards media and communications practice within complex local, global or unpredictable environments.

B – Intellectual Skills
This programme provides opportunities for students to:

1. A conceptual understanding of issues related to media and communication which enables students to evaluate critically advanced scholarship within their discipline;

2. A conceptual understanding of methodologies enabling the critique of those methodologies.

D – Transferable Skills
This programme provides opportunities for students to:

1. Self-direction and originality in tackling and solving problems;

2. An ability to act autonomously in planning and implementing tasks at a professional level individually and as part of a group;

3. An ability to exercise initiative and personal responsibility;

4. The independent learning ability required for continuing professional development;

5. The ability to produce appropriately referenced work to a given format, brief and deadline.