Foundation Certificate for Media and Communications

Course options

2 terms
Entry requirements: completion of high school, and at least UKVI IELTS 5.5 (minimum 4.5 in all skills)
Course start: September 2018, January 2019
Course length: 7 to 9 months
Degree entry: September 2019
Tuition fees: £12,230

3 terms: Enhancement
Entry requirements: completion of high school, and at least UKVI IELTS 5.5 (minimum 4.5 in all skills)
Course start: September 2018, October 2018*
Course length: 10 to 11 months
Degree entry: September 2019
Tuition fees: £13,230

* 2.5-term course — students join the 3-term Foundation, but begin half a term later.

Core modules

All students on this Foundation Certificate will take:

Interpreting Visual Culture
• How visuals and language affect the interpretation of a message
• Influence of context on how media is understood

Introduction to Audio-Visual Media and Technology
• The internet and digital culture
• Web interactivity and effective design

Introduction to Media and Communication Studies
• Media theories, audiences and broadcasting
• Global role of media

Introduction to Multimedia and Communication
• The role and impact of the media in everyday life
• Developing a critical approach to modern media

Language for Study 3
• Complex arguments in English
• Awareness of language conventions

Skills for Study 2
• Analytical skills in written and spoken information

Skills for Study 3
• Researching and analysing information to a high standard
• Structuring written and oral arguments

3-term Enhancement modules

If you’re studying the 3-term Enhancement Foundation Certificate, you’ll also take:

Computing Skills for Foundation Certificate
• Essential IT skills including Microsoft Office
• Modern computing topics
• Technology in industry and society

Personal Development and Pre-Study Skills
• Advanced skills related to your course
• Personal development skills

Plus one of the following modules, as decided by the College:

Introduction to British Society and Culture
• UK life and culture
• British society and history

Preparatory Mathematics
• Algebra, geometry, trigonometry, graphs and transformations
• Applications of these topics

Lower IELTS score?
If your English language level is lower than that listed above, but you have at least UKVI IELTS 4.0 in all skills, you can take a course that includes Extended English and Skills. Contact us for more details.

Degree possibilities

This Foundation Certificate can lead to a range of degree subjects at BU. For example, you could progress to:

• Advertising
• Communication and Media
• English
• Film
• Marketing
• Journalism
• Politics
• Public Relations
• Social Work
• Television Production

For a full list of degree options, see page 42.

Career possibilities

This educational route can open up many career options for you. You could become a:

• Advertising Executive
• Cinematographer
• Copywriter
• Journalist
• Politician
• Public Relations Officer
• Screenwriter
• Social Researcher
• Television Producer

Have any questions?
Contact our team for help:
kaplanpathways.study/contact-bournemouth