

School of Humanities

Title of Programme: MA Journalism and Media Communications

Programme Code: HEJMCM / HEJMCARM

Programme Specification

This programme specification is relevant to students entering:
27 September 2021

Associate Dean of School (Academic Quality Assurance):
Marjolein Groefsema



Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme

Date	Section	Amendment
	D	Number of weeks of full-time equivalent placement activity required for a Sandwich award updated to at least 30 weeks (UPR AS11, 2.4.1)
27/4/21	D	Assessment changed to 100% Coursework for 7HUM1078 Corporate Communication, PR and Advertising Assessment changed to 70% Coursework, 30% Practical for 7HUM1079 Media Production Assessment changed to 70% Coursework, 30% Practical for 7HUM1099 Media Project

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification MA in Journalism and Media Communications

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	de Havilland Campus
Programme accredited by	N/A
Final Award (Qualification)	MA
All Final Award titles	Journalism and Media Communications Journalism and Media Communications (Sandwich) Journalism and Media Communications with Advanced Research
FHEQ level of award	7
Language of Delivery	English

A. Programme Rationale

This programme will combine magazine journalism with other elements of professional communication, such as PR, Advertising and new media technologies. There will also be a focus on current media practice and convergence to explore how the digital environment has impacted on the communications industries.

It aims to develop professional skills in the area of Journalism and Media Communications by combining theory and practice. To this end, the Programme will explore frameworks for making communications more effective in professional settings and develop an understanding of internal and external corporate communications, the impact of technology on practice, and ethical responsibilities and current legislation for media professionals. To offer flexibility within the programme, students can choose between the journalism modules 'Writing for Magazines', 'Sports Journalism' and 'International Journalism Trends', giving students the opportunity to either develop more practical skills in a specific area of journalism or develop a deeper insight into the theoretical and cultural frameworks that underpin media and journalism;

All options allow students to acquire a wider understanding of the media, in addition to gaining practical writing and technical skills necessary to operate effectively in a professional media environment. With up-to-date, relevant skills, understanding and knowledge, graduates of this MA will be prepared for employment in a variety of communication fields, such as Magazine Journalism, Marketing, Corporate Communications, Advertising and other related professions. Employability is a key characteristic of the programme and students can choose between a work placement and a dissertation as their final project.

Whilst this programme has a strong professional orientation, students are also expected to engage in academic activities to extend skills in critical thinking and problem solving, interpersonal and mediated communication, writing processes and styles, collaborative working practices and research methods in this area.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- Develop the students’ understanding of the complex interplay between journalists and corporate communications professionals;
- Become a multi-skilled communicator and develop practical writing and technical skills necessary to operate effectively in a professional media environment;
- Develop a systematic understanding of knowledge, and a critical awareness of current issues and new insights informed by the field of study and professional practice;
- Critically engage and evaluate current research and advanced scholarship in the discipline;
- Explore the impact of technology on the way people share information, work together, and promote expertise and/or products and provide students with an in-depth knowledge of a range of multimedia communications tools;
- Further develop the student's creative, expressive and enquiry practices and skills;
- Promote job readiness by providing students with an optional practice based project.
- Develop students’ understanding of the reader/user/stakeholder in the market in which they are working
- Develop students’ understanding of relevant media law and ethics

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1- A1 An in depth knowledge and understanding of the discipline informed by current scholarship and research, including a critical awareness of current issues and developments in the subject.</p>	<p>Acquisition of A1–A4 is through a combination of lectures and workshops, presentations and tutorials. Learners will also have supervisors who will hold individual and group tutorials throughout the course.</p>	<p>A1-A4 Testing of knowledge and understanding is through written assessment in the form of reports, essays, presentations, assessed discussions and a writing portfolio, media projects of a near publishing standard, a research proposal and a dissertation</p>
<p>A2 Comprehensive knowledge of the business of magazine publishing and corporate communications practice.</p>	<p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>A5 A dissertation, or a reflective analysis and presentation.</p>
<p>A3 The ability to work with all stakeholders to develop an effective communications strategy, including the use of a magazine as an in-house or company communications tool.</p>	<p>A2 The Media Practice ‘Guest Lecture Series’ is designed to equip students with essential business development tools.</p>	
<p>A4 The ability to use a range of techniques and research methods applicable to advanced scholarship in the subject.</p>	<p>A5 is the development of theory into practice and will be developed through one to one tutorials.</p>	
<p>A5 The ability to complete a work placement or a dissertation in the subject, which may include a critical review of existing literature or other scholarly outputs.</p>		

Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 Ability to apply theory to practice at postgraduate level, whilst ensuring observation of ethical and legal regulations.</p> <p>B2 Develop effective communication strategy for a variety of media and understand the role of the target audience.</p> <p>B3 Analyse emergent trends and issues in the field of study</p> <p>B4 To integrate research skills, analytical and critical skills in a dissertation or an extended project.</p> <p>B5. Apply media research skills to the development of a portfolio of different media products</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p> <p>Throughout, the learner is encouraged to further develop intellectual skills by independent study.</p>	<p>Intellectual skills B1 – B3 are assessed by the methods and strategies outlined in section A, above. Presentations and class based activities will be used as formative assessments and feedback given in class.</p> <p>Intellectual skill B4 is assessed through a dissertation, reflective work placement analysis and presentation or placement report.</p> <p>B5 is assessed through the Media Project</p>
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p>Practical</p> <p>C1- Develop writing, interviewing and technical skills necessary to operate effectively in a professional media environment.</p> <p>C2 An understanding of the role of multimedia tools in effective communications practice.</p> <p>C3 Deploy a range of practice-based research methodologies within their field of practice.</p>	<p>Acquisition of C1-C2 is through a combination of lectures and workshops, presentations and tutorials. Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>C3 Practical skills are developed within the programme in a variety of modules, through applying research to the creation of media products and/or work-based learning</p>	<p>C1 is assessed the application of theory to practice e.g. feature writing, press releases, interviewing etc. and further developed through the optional work placement module. Class based activities will be used as formative assessment and feedback given in class.</p> <p>C2 is assessed by media projects and reports.</p> <p>C3 is assessed through practical media projects, the research proposal and the reflective work placement analysis</p>
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
<p>D1 Use initiative and take responsibility.</p> <p>D2 Solve problems in creative and innovative ways.</p> <p>D3 Make decisions in challenging situations.</p> <p>D4 Demonstrate strategic thinking.</p>	<p>Transferable skills are developed throughout the programme:</p> <p>Skills D2 and D7 are developed with students learning to manage themselves and their time to meet assignment submission deadlines.</p> <p>D6 are developed in the communication technologies workshop.</p> <p>Skills D1, D2, D3, D4, D5, D7, D8 and D9 are developed across all</p>	<p>Skills D1-D9 are assessed through a range of assignments built into the curriculum, e.g. oral presentations, media projects, writing exercises, essays, a research proposal and a dissertation/</p> <p>D9 can also be further developed in the optional work placement module and the reflective report as well as the one-year work placement (sandwich award).</p>

D5 Be able to demonstrate an in depth knowledge of a range of multimedia communication tools.

D6 Further develop organisational and presentational skills.

D7 Continue to learn independently and to develop professionally.

D8 Communicate effectively, with colleagues and wider audience in a variety of media.

D9 Work effectively as a team.

modules in the written work, presentations and seminars. For example Students receive feedback not only on their knowledge and understanding but also on their ability to communicate their ideas effectively and to reference appropriately.

D9 is also developed through seminar activities in all modules as well as media production projects and work-based learning (work placement or placement year)

D. Programme Structures, Features, Levels, Modules, and Credits

The programme of study leading to the award MA Journalism and Media Communications is offered in a full-time (1 year) mode or a part-time, normally 2 year mode. The programme of study leading to the awards MA Journalism and Media Communications (Sandwich) and MA Journalism and Media Communications (with Advanced Research) is offered in a full-time (2 year) mode.

Entry is normally an honours degree in a Media, a Humanities or a Business subject, with a minimum classification of second-class lower division, but an honours degree in any discipline will be considered. Intake is normally in Semester A (September).

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning, including Sandwich Programmes

An optional 22 days work placement module is offered to all students on the pathway leading to the award MA Journalism and Media Communications in place of a dissertation in semester C.

A sandwich award requires the successful completion of at least **30** weeks full-time equivalent placement activity from a maximum of two separate approved placements, neither of which will be normally less than **12** weeks in duration, in order for the award to be made. This is in addition to the period of academic study required.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

MA Journalism and Media Communications

Mode of study Full time (1 year)

Students study 180 credits:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Corporate Communication, PR and Advertising	7HUM1078	30	English	0	100	0	A
Media Production	7HUM1079	30	English	0	70	30	B
Research Methods 1	7HUM1083	15	English	0	100	0	B
Research Methods 2	7HUM1080	15	English	0	100	0	B
EITHER: Media Dissertation	7HUM1082	60	English	0	100	0	C
OR: Work Placement	7HUM1084	60	English	0	100	0	C

Optional Modules* Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Writing for Magazines	7HUM1081	30	English	0	100	0	A
Sports Journalism	7HUM1108	30	English	0	100	0	A

* Students need to choose one of these options.

Mode of study Part time (2 years)

Students study 75 credits in year 1:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Year 1							
Corporate Communication, PR and Advertising	7HUM1078	30	English	0	100	0	A
Media Production	7HUM1079	30	English	0	70	30	B
Research Methods 1	7HUM1083	15	English	0	100	0	B

Students study 105 credits in year 2:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Year 2							
Research Methods 2	7HUM1080	15	English	0	100	0	B
EITHER: Dissertation	7HUM1082	60	English	0	100	0	C
OR: Work Placement	7HUM1084	60		0	100	0	C

Optional Modules* Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Writing for Magazines	7HUM1081	30	English	0	100	0	A
Sports Journalism	7HUM1108	30	English	0	100	0	A

* Students need to choose one of these options.

The award of an MA Journalism and Media Communications normally requires 180 credit points passed at level 7.

MA Journalism and Media Communications (Sandwich)

Mode of study Full time (2 years)

Students study 120 credits in year 1 and 60 credits in year 2:

Year 1

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Corporate Communication, PR and Advertising	7HUM1078	30	English	0	100	0	A
Media Production	7HUM1079	30	English	0	70	30	B
Research Methods 1	7HUM1083	15	English	0	100	0	B
Research Methods 2	7HUM1080	15	English	0	100	0	B

Optional Modules* Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
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Writing for Magazines	7HUM1081	30	English	0	100	0	A
Sports Journalism	7HUM1108	30	English	0	100	0	A

* Students need to choose one of these options.

Year 1-2

In order to enrol onto the Media Placement Year, students need to have passed 60 credits in semester A. Students who haven't passed 60 credits in semester A are able to transfer to the Journalism and Media Communications pathway or the Journalism and Media Communications (with Advanced Research) pathway.

Compulsory Module Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Media Placement Year	7HUM1109	0	English	0	0	0	CAB

Year 2

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Placement Assessment	7HUM1110	0	English	0	100	0	C
Dissertation	7HUM1082	60	English	0	100	0	BC

The award of an MA Journalism and Media Communications (Sandwich) normally requires 180 credit points passed at level 7, with successful completion of the module Placement Assessment.

Sandwich Year

The placement year comprises an agreed period of a minimum of 30 weeks (including employers' and statutory holidays) of work based learning at an organisation or company which has agreed to those terms and conditions regarded as essential by the University of Hertfordshire. Students will be supervised according to university regulations. The learning experience will be assessed in the module 'Work Placement Assessment', to enable students to demonstrate both their knowledge of the industry, their skills development and their professional attributes.

Placements are advertised through the Career and Placements Office. Students may also source their own placement, but it must be subsequently approved by the School in terms of health and safety, equality legislation and supervisory guidelines before a student can take it up. For students with visa restrictions, the placement will need to take place in the UK.

All students on the on the pathway leading to the award MA Journalism and Media Communications (Sandwich) are eligible to proceed to a placement year provided they have achieved 60 credits by the end of semester A and a further 60 credits by the end of semester B, and they have completed the appropriate placement documentation. Success in the placement will be recognised in the title of the award but does not carry additional credit towards the Honours programme.

All students are eligible for a work placement regardless of GPA, but the work placement cannot be guaranteed.

MA Journalism and Media Communications (with Advanced Research)

Mode of study Full time (2 years)

Students study 120 credits in year 1 and 120 credits in year 2:

Year 1

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Corporate Communication, PR and Advertising	7HUM1078	30	English	0	100	0	A
Media Production	7HUM1079	30	English	0	70	30	B
Media Research Methods A	7HUM1111	15	English	0	100	0	B
Media Research Methods B	7HUM1098	15	English	0	100	0	B

Year 2

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semester
Advanced Media Research	7HUM1112	30	English	0	100	0	B
Media Project	7HUM1099	60	English	0	70	30	ABC

Optional Modules* Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Writing for Magazines	7HUM1081	30	English	0	100	0	A
Sports Journalism	7HUM1108	30	English	0	100	0	A

* Students need to choose the option that they did not study in year one.

The award of an MA Journalism and Media Communications (with Advanced Research) normally requires 240 credit points passed at level 7, with successful completion of the modules Media Research Methods A, Media Research Methods B and Advanced Media Research.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of (normally):	Programme Learning Outcomes developed (see above)
Masters	Journalism and Media	240 credit points	5 semesters	All programme learning outcomes (see Table 2)

	Communications (with Advanced Research)			
Masters	Journalism and Media Communications Journalism and Media Communications (Sandwich)	180 credit points including at least 150 at level 7	3 Semesters	All programme learning outcomes apart from B5 (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Certificate	Journalism and Media Communications	60 credit points, including at least 45 at level 7	1-2 Semesters	A subset of the programme learning outcomes (see table 2) depending on the student's individual module choices
Postgraduate Diploma	Journalism and Media Communications	120 credit points, including at least 90 at level 7	2, 3 Semesters	All programme learning outcomes other than A5 and B4 (see Table 2)

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12](#) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

- None

Further programme-specific regulations (with School-level approval) are given below:

- In order to enrol onto the Media Placement Year, students need to have passed 60 credits in semester A. Students who haven't passed 60 credits in semester A are able to transfer to the Journalism and Media Communications pathway or the Journalism and Media Communications (with Advanced Research) pathway.
- To qualify for the award of MA Journalism and Media Communications (Sandwich), students must successfully complete the module Placement Assessment, as well as the Media Placement Year. Students who do not successfully complete these modules will be eligible for the award MA Journalism and Media Communications on successful completion of 180 credits, including the Dissertation.
- To qualify for the award of MA Journalism and Media Communications (with Advanced Research), students must successfully complete the two 15 credit Level 7 modules 'Media Research Methods A' and 'Media Research Methods B', and the 30 credit module 'Advanced Media Research'. No final compensatory credit can be awarded for these modules. Students who do not successfully complete one or more of these modules will be eligible for the award MA Journalism and Media Communications on successful completion of a minimum of 180 credits, including the Media Project.

The award calculation for the award of MA Journalism and Media Communications (with Advanced Research) will be based on an average of the best 150 of 180 grade-bearing credits on the programme. The remaining 60 credits gained from the modules 'Media Research Methods A', 'Media Research Methods B' and 'Advanced Media Research' are excluded from this calculation as these modules are graded on a pass/fail basis.

E. Management of Programme & Support for student learning

Management

The programme is managed and administered through:

- A Dean of School who has overall responsibility for all programmes in the School
- An Associate Dean of School (Academic Quality Assurance) who has overall responsibility for academic quality, assurance and enhancement with and on behalf of the Dean of School
- An Associate Dean of School (Learning and Teaching) who has overall responsibility for learning and teaching with and on behalf of the Dean of School.
- An Associate Dean of School (Student Experience) who has overall responsibility for induction and student experience with and on behalf of the Dean of School.
- A Programme Leader to help students understand the programme structure, and provide confidential academic and pastoral support
- A Head of Media who is responsible for all the modules on the programme
- The programme committee which has a membership which includes all of the above plus an Information Manager and student representatives
- A designated administrative team to deal with day-to-day administration associated with the modules within the Programme
- Module Leaders who are responsible for individual modules

Support

At university level, students are supported by:

- Attractive modern study environments in two Learning Resource Centres, incorporating libraries and computer centres
- StudyNet, a versatile on-line interactive intranet and learning environment
- Access to extensive digital and print collections of information resources
- A Student Centre which provides advice on issues such as Finance, University regulations, visa applications, legal matters, accommodation, international student support etc.
- The Office of Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Overseas Orientation
- An International Office providing support for international students
- A Medical Centre
- Student Wellbeing: Disability Services
- Student Wellbeing: Counselling Centre
- An Equality Office
- The Students' Union
- A Careers Enterprise and Employment Services

At School level, students are further supported by:

- A Programme Leader to help students understand the programme structure and provide confidential academic and pastoral support
- The Head of Media
- A Tutor for Employability
- Scheduled weekly Student Drop-In hours for all academic staff for student support and guidance
- A designated administrative team to deal with day-to-day administration associated with the modules within the Programme
- Module Leaders who are responsible for individual modules
- Student Representatives on the Programme Committee
- A School Community Organiser (SCO)
- An induction session at the beginning of each new academic session
- An Academic Skills Tutor
- A Student Experience Tutor
- An International Student Support Tutor

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

Graduates with an honours degree, second-class second division, in any discipline who have otherwise demonstrated potential to succeed at postgraduate level in this subject area will be considered for admission. We request that applicants submit writing samples consisting of a film/book/music review of at least 500 words length or existing published pieces of work with their application.

International students should have an English Language assessment of IELTS 7, or equivalent as determined by the School of Humanities.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact ask@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

MA in Journalism and Media Communications

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																					
		Knowledge & Understanding					Intellectual Skills					Practical Skills			Transferable Skills								
Module Title	Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6	D7	D8	D9
Corporate Communication, PR and Advertising	7HUM1078	x	x	x	x		x	x	x			x	x	x	x	x	x	x	x	x	x	x	x
Writing for Magazines	7HUM1081	x	x	x	x		x	x	x			x	x	x	x	x	x	x	x	x	x	x	x
Sports Journalism	7HUM1108	x			x		x	x	x			x	x	x	x	x	x	x	x	x	x	x	x
Media Production	7HUM1079	x	x	x	x		x	x	x			x	x	x	x	x	x	x	x	x	x	x	x
Research Methods 1	7HUM1083	x			x		x		x					x	x	x	x	x		x	x	x	
Research Methods 2	7HUM1080	x			x		x		x			x	x	x	x	x	x	x	x	x	x	x	
Media Research Methods A	7HUM1111	x			x		x		x					x	x	x	x	x		x	x	x	
Media Research Methods B	7HUM1098	x			x		x		x			x	x	x	x	x	x	x	x	x	x	x	
Advanced Media Research	7HUM1112	x			x		x		x	x				x	x	x				x	x		
Dissertation	7HUM1082	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x
Media Placement Year	7HUM1109	x			x	x	x	x				x	x		x	x	x	x	x	x	x	x	x
Placement Assessment	7HUM1110	x			x	x			x					x	x	x							
Media Project	7HUM1099	x			x		x	x	x		x			x	x	x	x	x	x	x	x	x	x
Work Placement	7HUM1084	x	x	x	x	x	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

A1. An in depth knowledge and understanding of the discipline informed by current scholarship and research, including a critical awareness of current issues and developments in the subject.

A2. Comprehensive knowledge of the business of magazine publishing and corporate communications practice.

A3. The ability to work with all stake holders to develop an effective communications strategy, including the use of a magazine as an in-house or company communications tool.

A4. The ability to use a range of techniques and research methods applicable to advanced scholarship in the subject.

A5. The ability to complete a work placement or a dissertation in the subject, which may include a critical review of existing literature or other scholarly outputs.

Intellectual Skills

B1. Ability to apply theory to practice at post-graduate level, whilst ensuring observation of ethical and legal regulations.

B2. Develop effective communication strategy for a variety of media and understand the role of the target audience.

B3. Analyse emergent trends and issues in the field of study

B4. To integrate research skills, analytical and critical skills in a dissertation or critical analysis of media practice.

B5. Apply media research skills to the development of a portfolio of different media products

Practical Skills

C1. Develop writing, interviewing and technical skills necessary to operate effectively in a professional media environment.

C2. An understanding of the role of multimedia tools in effective communications practice

C3. Deploy a range of practice-based research methodologies within their field of practice.

Transferable Skills

D1. Use initiative and take responsibility.

D2. Solve problems in creative and innovative ways.

D3. Make decisions in challenging situations.

D4. Demonstrate strategic thinking.

D5. Be able to demonstrate an in depth knowledge of a range of multimedia communication tools.

D6. Further develop organisational and presentational skills.

D7. Continue to learn independently and to develop professionally.

D8. Communicate effectively, with colleagues and wider audience in a variety of media.

D9. Work effectively as a team.

Section 2

Programme management

Relevant QAA subject benchmarking statements	None
Type of programme	Taught postgraduate
Date of validation/last periodic review	November 16
Date of production/ last revision of PS	March 2021
Relevant to level/cohort	Level 7 entering September 2021
Administrative School	School of Humanities

Table 3 Course structure

Course details		
Course code	Course description	HECOS
HEJMCM / HEJMCARM	MA Journalism and Media Communications	100442 / 100444