

BA (Hons) Media Communications

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Art, Film and Media
Main campus	Newton Park
Other sites of delivery	Locksbrook Road
Other Schools involved in delivery	Writing, Publishing and the Humanities
Name of award(s)	Media Communications
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single/Joint
Professional Placement Year	Optional
Duration of award	3 years full-time 6 years part-time 4 years with Professional Placement Year
Modes of delivery offered	Campus-based
Regulatory Scheme ^[1]	Undergraduate Academic Framework
Exemptions from regulations/framework ^[2]	N/A
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	P390
Route code (SITS)	MCSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies: December 2019.
Date of most recent approval	March 2022
Date specification last updated	March 2022

^[1] This should also be read in conjunction with the University's Qualifications Framework

^[2] See section on 'Exemptions'

Exemptions

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

Programme Overview

Throughout this Media Communications degree, you will have the opportunity to develop your creative and research skills in marketing, creative strategy, PR, journalism and social media management and prepare for success across the thriving communications sector. Learning a vibrant mix of design, research and audience skills geared towards the needs of the communications industries, you will gain experience working on cross-platform campaigns, marketing strategies for audience development needs, social media content, feature articles, blogs, political media making and investigative journalism. You will study online influencers and diverse forms of screen representation, explore the ethics of AI and social media platforms like TikTok, alternative approaches to journalism, emerging marketing practices for immersive experiences, and beyond.

Taught by a team of researchers and creators, you will learn how to rethink media communications for social change. In your first year, you will be introduced to analytical tools to critique contemporary media, such as gender, race, class, nation, disability and LGBTQ+ identity. You will learn presentation techniques and project development skills, as well as how to research media audiences. In your second year, you will learn marketing, influencer and branding practices, identifying ways of revolutionising how media creators communicate to audiences. You will also learn web design skills, explore grassroots community media, practise cross-platform communication strategies, and increase your awareness of media ethics. In your final year, you will join The Studio, Bath Spa University's city-centre enterprise and innovation hub for creative media technology, where you will have the opportunity to collaborate with local arts creators and businesses on communications campaigns. Learning how immersive media, feminist activism and public events can all shape the future of media communications, you will have opportunities to collaborate, network and co-create media communications content with industry partners across the communications industries, gaining on the ground experience.

Programme Aims

1. To prepare students for success across media communications sectors including marketing, journalism and social media.

2. To develop creative skills in designing and producing communications content including cross-platform campaigns, investigative journalism, social media content and promotional press packs.
3. To equip students with the research skills to understand contemporary media audiences and diverse strategies for engaging them.
4. To equip students with the analytical skills to evaluate media ethics, paying particular attention to questions of diversity and inclusivity.
5. To understand the ways in which a myriad of media platforms have developed, with reference to social, cultural and technological change.
6. To promote qualities of citizenship and activism, which will enable graduates to rethink media communications for social change.
7. To provide students with opportunities to collaborate, network and co-create media communications content with industry partners across the media and communications industries, gaining on the ground experience.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	Systematic understanding of how the professional sectors of marketing, journalism and social relate to academic writing from fields of media.	The ability to critically examine academic material from within the field of media in the context of global media and media ethics.	The ability to source relevant academic material by using scholarly research tools.
A2	Coherent and in-depth knowledge of the ways in which marketing, journalism and social media speak to and reach audiences, both locally and globally.	The ability critically to analyse the methods and findings of key media scholarship such as how it relates to celebrity culture and participatory media	Understand methods and findings of key media scholarship.
A3	Systematic application of emerging research and Research and Development in the fields of AI, immersive marketing and activist media.	Apply key theoretical debates to major topics such as media promotion and celebrity culture.	Understand the relevance of theoretical debates from within the field of study.
A4	Develop collaborative skills in cross-platform campaign creation, including across digital and physical media.	Develop key skills in web design for digital communications.	Knowledge of key skills in visual digital communication.
A5	Systematic understanding of audience reception in media promotion in terms of feminist activism, immersive media, AI, exhibitions and curation, and entertainment journalism.	Demonstrate a critical understanding of audience reception of media promotion in terms of global communication processes, influencers and ethics.	Knowledge of how to evaluate a production in terms of audience reception, review ratings and perceived popular relevance/appeal.
A6	Interdisciplinary collaborative digital media creativity, using a combination of theoretical approaches and methodologies with reference to current research.	Ability to critically apply creative cross-platform digital media-making skills.	Knowledge concerning the creative role, audience engagement and socio-cultural significance of ephemeral media content.
A7	Independent research and development of promotional media forms based on analysis, evaluation and self-reflection, displaying an understanding of the theoretical, methodological, legal, ethical and regulatory frameworks that affect them.	Demonstrate an understanding of the creation of promotional media forms as key sites of audience interface and cultural, political and technological meaning-making.	Knowledge of effective promotional media using a variety of software and assets.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	The ability to systematically draw together and disseminate research findings for the creation of communication campaigns.	Apply, consolidate and extend scholarly and research concepts into the development of a project.	The ability to find sources for the purposes of research.
B2	The ability to draw upon and synthesise ideas and information from a variety of sources of knowledge in order to formulate coherent argumentation using appropriate platforms.	Gather, organise and deploy ideas and information based on rigorous audience research to develop insight and understanding about the behaviour of contemporary media audiences.	The ability to understand audience research methods.
B3	The ability to both challenge issues of social injustice in terms of its relationship to the media, and to communicate progressive ideas across media based on research.	The ability to critique and nuance issues of social injustice in terms of its relationship to the media.	The ability to identify social injustice in terms of its relationship to the media.
B4	The ability systematically to apply problem solving and critical analysis exercises including self-reflection to assist in project development.	Select, verify and appropriately use extant media scholarship for problem solving and to formulate critical analyses.	The ability to deploy problem solving and analysis skills.

C Skills for Life and Work

	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	Work Independently Exercise initiative, independence and personal responsibility to manage your own learning and time.	Work Independently Exercise independence and personal responsibility to manage your own learning and time.	Work Independently Manage your own learning and time.
C2	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	Work with Others Work collaboratively with others to achieve individual and common goals, solve problems creatively.	Work with Others Work collaboratively with others.
C3	Communicate with Impact Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	Communicate with Impact Communicate clearly and effectively with others.	Communicate with Impact Communicate accurately and reliably with others.
C4	Demonstrate Digital Fluency Use digital skills productively, critically and ethically to enhance creativity and communication.	Demonstrate Digital Fluency Use digital skills productively, critically and ethically.	Demonstrate Digital Fluency Use digital skills productively.

Programme Content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

Subject offered as single and combined award

Media Communications				Status	
Level	Code	Title	Credits	Single	Joint
4	MCO4108-20	Rethinking Media	20	C	C
4	MCO4110-20	Communications for Change	20	C	C
4	MCO4105-20	Your World Your Media	20	C	N/A
4	MCO4112-20	Audiences and Fans	20	C	C
4	MCO4111-20	Ephemeral Media	20	C	N/A
4	MCO4109-20	Writing for the Media	20	C	N/A
5	MCO5002-20	Global Communication Strategies	20	C	C
5	MCO5001-20	Promotional Media	20	C	C
5	MCO5103-20	Media Ethics	20	O	O
5	CME5100-20	Participatory Media	20	O	O
5	MCO5104-20	Influencers and Contemporary Celebrity	20	O	O
5	CME5000-20	Everyday Media Making	20	O	O
5	JPU5001-20	Digital Storytelling	20	O	O
5	JPU5101-20	International Journalism	20	O	O
5	PPY5100-20	Professional Placement Year (Optional)	120	O	O
6	MCO6012-40	Media Communications Final Project	40	C	C
6	MCO6106-20	Immersive Media	20	O	O
6	MCO6107-20	Feminist Activism	20	O	O
6	MCO6108-20	Exhibitions & Public Audiences	20	O	O
6	MCO6110-20	AI and Society	20	O	O
6	JPU6104-20	Lifestyle & Entertainment Journalism	20	O	O

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

Our final-year Media Communications modules are delivered in collaboration with industry partners, providing students with insight into - and hands-on experience with - some of the most innovative and significant arts, media and communications organisations in the region. All final-year students will also have access to The Studio, Bath Spa University's city-centre enterprise and innovation hub for creative media technology, where they will have opportunities to meet and work alongside The Studio's residents.

This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Additional Costs Table

Module Code & Title	Type of Cost	Cost
N/A		

Graduate Attributes

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	We provide students with space within and beyond the curriculum to reflect on their learning, teaching, personal and professional voice. Students will be encouraged to work in flexible, creative and independent ways, with an awareness of relevant ethical considerations, self-direction and reflexivity. Assessments provides the space for student-led problem identification and solving through topics, approaches, mediums and audiences.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	The collaborative nature of media communications requires the ability to work effectively with others in group/team settings. Students will therefore be encouraged to reflect on their own experiences within a broader social, cultural and media context in order to support inclusive and authentic interpersonal communications.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	The learning and teaching environment is established as a safe space for respectful discussion and debate, encouraging diverse voices and deep listening across the curriculum. In turn, students will be encouraged and supported to research and respond to an inclusive and progressive media environment.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Portfolio and project-based work encourages problem solving for a myriad of audiences, clients customers, and social needs. Students are supported to embrace new ideas, challenging areas of investigation and consider innovative and inclusive modes of communication.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	The programme emphasises the importance of critical and conceptual thinking, and students will be asked to demonstrate these by engaging critically with a diverse array of media practices and competences. Students are supported to collate, organise and deploy ideas and information to formulate arguments cogently, and express them effectively in written, verbal and/or non-verbal communication, visual or other forms.

Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	The course equips students to use their research and communication skills across a range of commercial, corporate and charity sectors, encouraging individuals to consider the ways in which they would most like to utilise their knowledge and competencies to align with their personal and professional ambitions. Students will be encouraged to apply entrepreneurial skills, if and where appropriate, in dealing with audiences, users, clients, consumers, markets and/or sources, exploring career opportunities to prepare for potential employment destinations.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	A focus on ethics, inclusion and progressive media communications is explicit throughout the course. Students will be encouraged to position themselves as ethical leaders both in their responses to existing social contexts and in their ability to create their own inclusive and diverse campaigns, projects and content. Students will develop an understanding that communication technologies, practices and products are not 'neutral' but are developed and accessed in relation to their social, cultural, economic, historical, environmental and geographical contexts.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	The programme utilises a number of extended portfolios, project assessments, briefs and students are supported in setting out soft-deadlines to enable robust yet agile planning for their research and media-making content. Students are encouraged to reflection on their time management and organisational skills alongside their subject knowledge and creative practice.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	A focus on professional agility and flexibility underpins every level of the course as students are supported to take on individual projects, team collaborations, group discussion and projects. By working with inclusive, innovative researchers and creative practitioners alongside Academic Advisors and the BSU Careers, Academic Skills and Library team, students are able to recognise setbacks, respond quickly and reflect accordingly.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Digital literacy underpins the course across all levels of study. Teaching and learning activities support critical reflection on emerging technologies and their use throughout the degree.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
MCO4102-20	Media Fandom	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME4101-20	Media Enterprise	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME5001-20*	Digital Cultures	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO5100-20*	Music, Media and Markets	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO5101-20*	Television, Representation and Gender	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO5102-20*	Stardom and Celebrity	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME5100-20*	Participatory Media	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FSS6100-20	European Cinema	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FSS6101-20	Rock 'n' Reel: Popular Music on Screen	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO6000-40	Dissertation 1	Change to semesters of delivery	CoLA Learning, Teaching and Quality Sub-committee, 22 November 2019	2019/20
PUB4002-20	Create Lab	Delete module	approved by School of Creative Industries SQMC (Extended deadlines Feb 2020)	2020/21
MCO4103-20	Your World Your Media: Making Film and Media Meaningful	New module	approved by School of Creative Industries SQMC (Extended deadlines Feb 2020)	2020/21
MCO4104-20	Television and Screen Studies	Title change; deleted 'MCO4100-20 Introduction to Television'	Creative Industries School Quality and Management Committee, 30 November 2020	2021/22
MCO4105-20	Your World, Your Media	Title change deleted MCO4103	approved by Creative Industries School Quality and Management Committee, 30 November 2020	2021/22
MCO6011-20	Dissertation: Creative Industry Project	Title change; deleted MCO6001	approved by Creative Industries School Quality and Management Committee, 30 November 2020	2021/22
MCO4107-20	Media Today	Title change; deleted MCO4000-20 Media Today I	Approved by Chair's Action at Creative Industries School Quality and Management Committee 30/11/2020	2021/22
MCO4106-20	Political Media Making	Title change; deleted MCO4001-20 Media Today II	Approved by Chair's Action at Creative Industries School Quality and Management Committee 30/11/2020	2021/22
MCO6010-40	Dissertation	Title change; deleted MCO6000-40 Dissertation I	Approved by Chair's Action at Creative Industries School Quality and Management Committee 30/11/2020	2021/22
Fixed Level 4	Level 4	changed modules' status	approved by Fixed Level 4 Project	2021/22
Fixed Level 4	Level 4	removed CME4100 & CME 4101	approved by Fixed Level 4 Project	2021/22
MCO4107-20	Media Today	Assessment order change	Covid related changes made permanent	2021/22
MCO4104-20	Television and Screen Studies	Assessment order change	Covid related changes made permanent	2021/22
MCO5100-20	Music, Media and Markets	Assessment change	Covid related changes made permanent	2021/22
MCO5101-20	Television, Representation and Gender	Assessment order change	Covid related changes made permanent	2021/22
MCO5102-20	Stardom and Celebrity	Assessment order change	Covid related changes made permanent	2021/22
MCO6105-20	Popular Music Journalism	Assessment change	Covid related changes made permanent	2021/22
MCO4107-20	Media Today	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4106-20	Political Media Making	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4108-20	Rethinking Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4110-20	Communications for Change	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4102-20	Media Fandom	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4104-20	Television and Screen Studies	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4101-20	Popular Media Culture	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4112-20	Audiences and Fans	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4111-20	Ephemeral Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4109-20	Writing for the Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23

MCO5000-20	Global Media	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
CME5001-20	Digital Cultures	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO5103-20	Media Ethics	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5104-20	Influencers and Contemporary Celebrity	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5100-20	Music, Media and Markets	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO5101-20	Television, Representation and Gender	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO5102-20	Stardom and Celebrity	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
JPU5101-20	International Journalism	New Module	Approved by Curriculum Committee Mar 2022	2022/23
JPU5001-20	Digital Storytelling	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6010-40	Dissertation	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6011-20	Dissertation - Creative Industry Project	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6102-20	Digital Innovation and Enterprise	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6103-20	Videogames	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6104-20	Feminist Film Criticism	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6105-20	Popular Music Journalism	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
FSS6100-20	European Cinema	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
FSS6101-20	Rock n Reel - Popular Music on Screen	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6012-40	Media Communications Final Project	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6106-20	Immersive Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6107-20	Feminist Activism	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6108-20	Exhibitions & Public Audiences	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6109-20	AI Communications	New Module	Approved by Curriculum Committee Mar 2022	2022/23
JPU6104-20	Lifestyle & Entertainment Journalism	New Module	Approved by Curriculum Committee Mar 2022	2022/23
JPU6102-20	The Magazine Business	New Module	Approved by Curriculum Committee Mar 2022	2022/23
FSS5100-20	European Cinema	Delete Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5104	Influencers and Contemporary Celebrity	Assessment change	Approved by SQMC May 2022	2022/23
CME5100	Participatory Media	Assessment change	Approved by Chair's Action at SQMC Nov 2022	2022/23
MCO4109	Writing for the Media	Minor updates to Module Descriptor		2023/2024
MCO5103	Media Ethics	Minor updates to Module Descriptor		2023/2024
MCO6108	Exhibitions and Public Audiences	Minor updates to Module Descriptor		2023/2024
MCO4108	Rethinking Media	Minor updates to Module Descriptor		2023/2024
MCO4110	Communications for Change	Minor updates to Module Descriptor		2023/2024
MCO5104	Influencers and Contemporary Celebrity	Minor updates to Module Descriptor		2023/2024
MCO6107	Feminist Activism	Minor update to Module Descriptor		2023/2024
MCO5103	Media Ethics	Add as Option for Criminology		2023/2024
MCO4105	Your World/ Your Media	Removed as Core Module for CME: Creative Media		2023/2024
MCO4110	Communications for Change	Updated outline syllabus	SQMC Nov 2023	2024/25
MCO4112	Audiences and Fans	Change to outline syllabus, Formative Assessment change	SQMC Nov 2023	2024/25
MCO4111	Ephemeral Media	Updated outline syllabus	SQMC Nov 2023	2024/25
MCO6106	Immersive Media	Change to brief description and teaching and learning activities	SQMC Nov 2023	2024/25
MCO6108	Exhibitions and Public Audiences	Updated outline syllabus	SQMC Nov 2023	2024/25
MCO5104	Influencers and Contemporary Celebrity	Change of summative assessment items to 100% Portfolio	SQMC December 2024	2024/25

*Modification to clarify that these modules are not available as options to Minor students

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Change of status, MCO4105-20 Your World Your Media	Curriculum Approval Panel, December 2023	2024/25
Change of status, MCO4112-20 Audiences and Fans	Curriculum Approval Panel, December 2023	2024/25
Change of status, MCO4111-20 Ephemeral Media	Curriculum Approval Panel, December 2023	2024/25
Change of status, MCO4109-20 Writing for the Media	Curriculum Approval Panel, December 2023	2024/25
Removed reference to Immersive Promotion Design within Programme Overview, Work Experience, Graduate Attributes	Curriculum Approval Panel, December 2023	2024/25
MCO6109-20 AI Communications removed	Chair's Action, CAP, April 2024	2024/25
MCO6110-20 AI and Society added	Chair's Action, CAP, April 2024	2024/25
JPU6102-20 The Magazine Business removed	Curriculum Approval Panel, December 2024	2025/26

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Media Communications - Single Honours

Single Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
MCO4108-20 Rethinking Media – 20 credits MCO4105-20 Your World Your Media – 20 credits MCO4112-20 Audiences and Fans – 20 credits	MCO4110-20 Communications for Change – 20 credits MCO4111-20 Ephemeral Media – 20 credits MCO4109-20 Writing for the Media – 20 credits
Level 5	
Core Modules	
MCO5002-20 Global Communication Strategies – 20 credits	MCO5001-20 Promotional Media – 20 credits
Optional Modules	
MCO5103-20 Media Ethics – 20 credits CME5100-20 Participatory Media – 20 credits JPU5001-20 Digital Storytelling – 20 credits	MCO5104-20 Influencers and Contemporary Celebrity – 20 credits CME5000-20 Everyday Media Making – 20 credits JPU5101-20 International Journalism – 20 credits
Optional Professional Placement Year 120 credits	
Level 6	
Core Modules	
Media Communications Final Project – 40 credits (Year-Long)	
Optional Modules	
MCO6106-20 Immersive Media – 20 credits MCO6107-20 Feminist Activism – 20 credits JPU6104-20 Lifestyle and Entertainment Journalism – 20 credits	MCO6108-20 Exhibitions and Public Audiences – 20 credits MCO6110-20 AI and Society - 20 credits

Appendix 1: Programme Structure Diagram - BA (Hons) Media Communications - Joint Honours

Joint Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
MCO4108-20 Rethinking Media – 20 credits MCO4112-20 Audiences and Fans – 20 credits	MCO4110-20 Communications for Change – 20 credits
Rule Notes: Joint students take the remaining 60 credits from the second subject at Level 4.	
Level 5	
Core Modules	
MCO5002-20 Global Communication Strategies – 20 credits	MCO5001-20 Promotional Media – 20 credits
Optional Modules	
MCO5103-20 Media Ethics – 20 credits CME5100-20 Participatory Media – 20 credits JPU5001-20 Digital Storytelling – 20 credits	MCO5104-20 Influencers and Contemporary Celebrity – 20 credits CME5000-20 Everyday Media Making – 20 credits JPU5101-20 International Journalism – 20 credits
Rule Notes: Joint students must take 40 credits in each subject. The remaining 40 credits can be made up of Optional modules from either subject.	
Optional Professional Placement Year 120 credits	
Level 6	
Core Modules	
MCO6012-40 Media Communications Final Project – 40 credits (Year-Long)	
Optional Modules	
MCO6106-20 Immersive Media – 20 credits MCO6107-20 Feminist Activism – 20 credits JPU6104-20 Lifestyle and Entertainment Journalism – 20 credits	MCO6108-20 Exhibitions and Public Audiences – 20 credits MCO6110-20 AI and Society - 20 credits
Rule Notes: Joint students must take 40 credits in each subject. The remaining 40 credits can be made up of Optional modules from either subject. MCO6012-40 is a year long module.	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R+,O) ^[4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills				Skills for Life and Work				
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4	
4	MCO4108-20	Rethinking Media	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
4	MCO4110-20	Communications for Change	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
4	MCO4105-20	Your World Your Media	C / N/A	X	X	X	X			X	X	X	X	X	X	X	X		
4	MCO4112-20	Audiences and Fans	C	X	X	X		X			X	X		X	X		X		

4	MCO4111-20	Ephemeral Media	C / N/A	X	X	X	X		X	X	X	X		X	X	X	X
4	MCO4109-20	Writing for the Media	C / N/A	X	X	X		X			X	X		X	X	X	X
5	MCO5002-20	Global Communication Strategies	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	MCO5001-20	Promotional Media	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	MCO5103-20	Media Ethics	O	X	X					X	X	X	X	X	X	X	X
5	CME5100-20	Participatory Media	O	X	X					X	X	X	X	X	X	X	X
5	MCO5104-20	Influencers and Contemporary Celebrity	O		X	X		X		X	X	X	X	X	X	X	X
5	CME5000-20	Everyday Media Making	O	X	X					X	X	X	X	X	X	X	X
5	JPU5001-20	Digital Storytelling	O				X	X	X	X	X			X	X	X	X
5	JPU5101-20	International Journalism	O				X	X			X	X		X	X	X	X
5	PPY5100-120	Professional Placement Year	O														
6	MCO6012-40	Media Communications Final Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6106-20	Immersive Media	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6107-20	Feminist Activism	O	X	X	X	X	X	X	X	X	X	X			X	X
6	MCO6108-20	Exhibitions & Public Audiences	O	X	X		X	X	X	X	X	X	X			X	
6	MCO6110-20	AI and Society	O	X		X		X	X	X		X	X	X	X	X	X
6	JPU6104-20	Lifestyle & Entertainment Journalism	O	X	X		X	X		X	X	X	X	X		X	

^[4] C = Core; R = Required (ie required for this route); R = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O) ^[5]	Assessment method													
				Coursework							Practical				Written Examination		
				Composition	Dissertation	Essay	Journal	Portfolio	Project Plan	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)
4	MCO4108-20	Rethinking Media	C					1x									
4	MCO4110-20	Communications for Change	C					1x									
4	MCO4105-20	Your World Your Media	C / N/A					1x									
4	MCO4112-20	Audiences and Fans	C					1x									
4	MCO4111-20	Ephemeral Media	C / N/A					1x									
4	MCO4109-20	Writing for the Media	C / N/A					1x									
5	MCO5002-20	Global Communication Strategies	C						1x				1x				
5	MCO5001-20	Promotional Media	C						1x		1x						
5	MCO5103-20	Media Ethics	O				1x		1x								
5	CME5100-20	Participatory Media	O			1x		1x									
5	MCO5104-20	Influencers and Contemporary Celebrity	O					1x									
5	CME5000-20	Everyday Media Making	O					1x			1x						
5	JPU5001-20	Digital Storytelling	O				1x				1x						
5	JPU5101-20	International Journalism	O				1x	1x									
5	PPY5100-120	Professional Placement Year	O														
6	MCO6012-40	Media Communications Final Project	C						1x		1x						
6	MCO6106-20	Immersive Media	O					1x			1x						
6	MCO6107-20	Feminist Activism	O					1x			1x						
6	MCO6108-20	Exhibitions & Public Audiences	O					1x			1x						
6	MCO6110-20	AI and Society	O					1x									
6	JPU6104-20	Lifestyle & Entertainment Journalism	O			1x	1x										