

## Part one: Programme Specification

### Course record information

Name and level of final award:	BA (Hons) Journalism BA (Hons) Public Relations and Advertising BA (Hons) Radio Production BA (Hons) Television Production BA (Hons) Digital Media and Communications These awards are a BA Honours degrees that are Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards:	Diploma of HE Certificate of HE
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Harrow
Language of delivery and assessment:	English
Course/programme leader:	Jim McClellan (Journalism); Trish Evans (Public Relations and Advertising); Dr Matthew Linfoot (Radio Production); Jane Thorburn (Television Production); Prof Graham Meikle (Digital Media and Communications)
Course URL:	<a href="http://www.westminster.ac.uk/courses/subjects/journalism-and-mass-communication/undergraduate-courses">http://www.westminster.ac.uk/courses/subjects/journalism-and-mass-communication/undergraduate-courses</a>
Mode and length of study:	Full Time; Three Years
University of Westminster course code:	
JACS code:	
UCAS code:	
QAA subject benchmarking group:	Skills of Intellectual Analysis (5.2); Research Skills (5.3); Media Production Skills (5.4); Creative, Innovative and Imaginative Skills (5.5); Skills of Social and Political Citizenship (5.6); Generic Skills (6)
Professional body accreditation:	
Date of course	2013

validation/review:

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Date of programme 2013/14  
specification:

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### **Admissions requirements**

Standard Entry Requirements: BBB at A Level (or equivalent points for other UK and non-UK qualifications). Applicants who have achieved or are predicted to achieve this are invited for interview. At interview we look particularly for a critical awareness of the media and the ability think analytically. During the interview process applicants will be given a tour of our facilities, offered the opportunity to question us about the course, sometimes engage in a practical activity and will usually be able to meet current students.

Applicants from outside the UK who are unable to attend an interview will be sent a questionnaire. They are usually interviewed by telephone.

Applicants whose first language is not English are required to achieve at least 6.5 in IELTS, or an equivalent English language standard, before entry to the course. Exception can be made for students who have already undertaken a previous course in an English language school or university.

We particularly welcome applications from mature students.

For those applicants without the necessary FE qualification we implement the APEL criteria of evidence of work based learning and development of skills in the relevant production area.

### **Aims of the five courses**

The BA Media degrees aim to provide students with the opportunity to study media and to gain basic professional expertise in a chosen area of it. We aim to:

- a) develop understanding of the social, political and economic context in which the media operates, in all its forms;
- b) nurture skills at storytelling, through practical and creative expression and in terms of narrative structure;
- c) develop analytical and critical insight into media content, in order to understand their social and cultural significance and to gain awareness for a student's own practice
- d) provide the opportunity to develop a range of intellectual and practical skills in research, analysis and problem-solving to help students maximise their learning on the course;
- e) to provide a range of professional knowledge and skills including understanding media law, ethics, and issues concerning production guidelines; the use of information technology, organisation, planning and team work, writing/producing for different media and for different markets or audiences;
- f) to enable students to gain professional expertise through work experience, and to help develop subsequent employment opportunities in either television or radio production, journalism, public relations and advertising or digital media and their related fields.

## Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements which will inform the service delivered to students.

All undergraduates on these five degree courses have to complete a period of Work Experience in a media-related field. Graduates will therefore be in a position to secure employment in a number of sectors, principally media-related. Recent graduates have been employed by a number of notable media companies, including the BBC, ITV, regional and national newspapers and websites, independent television and radio companies in the UK and abroad, online start-ups, PR, marketing and research companies. Graduates work in a variety of ways, as freelance, or on fixed term and permanent contracts.

The course aims to enhance graduate employability, particularly by focussing students to the more vocational aspect of the media industry, enabling them to use their practice-based skills and gaining footholds in companies with the help of work experience.

The degree also enables students to enrol for further higher degree courses. Students have gone on to take Masters courses in international relations, history, and economics as well as media and communication related studies.

In addition each course fosters and maintains links with practitioners, for example there is a panel of industry advisers for Radio Production and the Public Relations course regularly holds events in conjunction with notable organisations, such as the Public Relations Consultants Association. The Television Production and Radio Production courses work closely with SKILLSET, as accredited courses and events and conferences are regularly held with organisations such as the Media Society.

## Learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

## **Knowledge and Understanding**

### **Theory – all degrees**

At Level 4 students will gain a general understanding of the main theoretical approaches to studying media and the institutional and social context within which media operate. They will also be provided with the tools, vocabulary and historical perspective required so that they can start engaging critically with print, audio and video texts. At Level 4 students will also learn how to make basic analyses of media production, texts, consumption and policy and the relationship of media to society.

At Level 5 students will learn about how different approaches to studying the media have emerged from a range of disciplines and gain an appreciation of the main chronological stages in media development over the last 120 years. They will also explore in more detail the political, social and economic implications of social technologies. Students then begin to specialise in particular areas of media theory. At Level 5 students have a solid grounding in the use of historical evidence in the development of a theoretical understanding of the media, and will learn how to make critical and more advanced analyses of media production, texts, consumption and policy.

At Level 6, students will gain an in-depth understanding of a number of particular areas of media analysis and media research techniques and be able to apply critically them to the analysis of media production, texts and consumption. At Level 6 students will gain full command over the use of evidence and theory to develop rigorous and sophisticated analyses of media production, texts consumption and policy.

Also at Level 6 students will undertake a detailed piece of original research and produce a 12,500 word dissertation which presents the results in the context of their methodology and related to current media analysis.

### **Practice-based learning outcomes for specific courses:**

#### **BA (Hons) Radio Production**

At level 4, students will gain a general understanding of industry practices and techniques in radio production. Students will learn a selection of basic production skills: for example basic sound recording and editing, interviewing, radio news writing and packaging.

At level 5, students will begin to learn to apply these techniques in the production of radio programmes. Radio Production students will learn to make live radio programmes including speech, music and news, how to make radio drama and how to produce multimedia content to accompany programmes.

At level 6, students learn to apply these techniques through the production of radio programmes to professional publishable, broadcast or industry standards. Radio Production students will create their own radio station, broadcasting online, with a series of complex live programmes, including talk, music and news to broadcast standard. They will also devise, research and produce an individual piece of audio to broadcast standard.

#### **BA (Hons) Television Production**

At level 4, students will gain a general understanding of industry practices and techniques in television production. Television Production students will learn a selection of basic production skills television: for example basic camerawork, lighting, video editing

At level 5, students will begin to learn to apply these techniques in the production of television programmes.

They learn how to make documentary programmes, multi-camera production, how to make creative videos and promotional shorts.

At level 6, Television Production students will work on two advanced production projects, to apply these techniques to professional publishable, broadcast or industry standards.

### **BA (Hons) Journalism**

At level 4, students will gain a general understanding of industry practices and techniques in journalism. Journalism students will learn basic journalistic skills – reporting, research and writing (short and longer form) across all media platforms. They will be given a basic introduction to multimedia production and storytelling, page design and subbing.

At level 5, students will begin to learn to apply these techniques in the production of magazines, web sites and other broadcast media. Journalism students will test and extend the basic skills acquired at Level 4 in a complex production task (creating a commercially viable publication). They will develop their reporting and writing skills to a more advanced level. They will also get the chance to specialise in either broadcast journalism or online media and in either arts/lifestyle journalism or international or lifestyle journalism.

At level 6 Journalism students will develop their multimedia skills to a professional level, creating a challenging extended piece of journalism in the media format of their choice. They will also gain a further chance to develop specialist skills in either fashion journalism, sports journalism or investigative journalism.

### **BA (Hons) Public Relations and Advertising**

At level 4, Public Relations and advertising students will learn the basic techniques of public relations and advertising campaigns, public relations and advertising practice and relevant persuasive skills.

At level 5, Public Relations and advertising students will cover campaigning practice in more depth as well as digital communications. They will also cover PR and advertising ethics and law.

At level 6, Public Relations and advertising students will learn how to devise, plan and implement a public relations and advertising campaign to professional standards and how to deal with some of the major issues of controversy in public relations. They will also study strategic communications.

### **BA Digital Media and Communications**

At level 4, your core modules introduce you to the operations of media industries and to major academic and political debates around media, culture and society. You will develop a thorough understanding of contemporary communication industries and cultures, and extend your research, critical thinking and communication skills. You also develop reflective creative

skills in social media and website production, and can extend your range with sample practice modules from our other media degrees.

At level 5, your core modules will deepen your knowledge and understanding of principles, issues and debates raised by the rise of networked digital and social media. You will learn advanced website production and design skills, and will take two further production modules from other media degrees. Your core theory modules will extend your historical understanding of the development of media industries and cultures and will introduce you to debates around concepts of the information society. Examples of optional theory modules include: Advertising and Promotional Culture; Audience Studies; Creativity; Cultural Industries and Media Markets; Media and the Law; News and Public Opinion; Sex, Violence and Censorship; Television Styles and Genres.

At level 6, you develop your research, critical thinking and clear communication skills to advanced levels, and apply these in both an academic dissertation on a topic related to digital and social media, and a major final production project. Finally, you take two further theory modules from a range of options that currently include: Celebrity Culture and the Media; Contemporary Issues in Media Policy; Media Around the Globe; and Multiculturalism and the Media.

All students on all five courses will complete a compulsory work experience placement.

### **Key transferable skills**

All modules at all levels involve the development of a wide range of transferable skills including group working, learning resources, self-evaluation, information management, autonomous action, communication and problem solving and writing skills.

Group working is particularly stressed in most practice modules, for example in magazine and programme production. Self-evaluation is also stressed in the critical report component of practice modules. Learning resource use, information management, communication and problem solving are particularly stressed in theory modules through essay, report and dissertation writing, seminar discussions and presentations.

Autonomy is stressed in both theory and practice modules.

In all these transferable skills there is no rigid and formal cut off between levels. We see a smooth progression from their introduction in level 4 to the student's achievement of entry-level professional standards at level 6

### **Learning, teaching and assessment methods**

#### **Learning**

Our Teaching and Learning Strategy is designed to reflect the rapidly changing media world and the multiple skills needed for academic study and practical work.

The teaching and learning methods on the course are directly related to the aims and learning outcomes identified above. We have designed the course to develop student's knowledge and skills in five keys areas:

- Media Contexts
- Storytelling
- Content and Analysis
- Critical and Problem Solving Skills
- Professional Skills

These are applicable both to theory and practical work, and are reflected at each stage of a student's career during the course, with incremental progression.

At the point of graduation we also intend that our students will have gained professional opportunities open to them for their future careers.

The key focus is to engage students with different ways of learning, to help support a variety of learning styles and personal development in the academic environment.

We support our modules with online material through the University's Blackboard Virtual Learning Environment. This material may include practical examples, technical support, key references, discussion groups and many other functions.

## **Teaching**

At all levels teaching includes a range of delivery modes, from lectures and seminars on one hand, to practical workshop sessions, demonstrations and hands-on exercises on the other. Core to our teaching is the expectation that students are thoroughly involved in media practice and critical reflection. While the majority of teaching is conducted face-to-face, we also use the Blackboard Virtual Learning Environment where appropriate (such as disseminating Camtasia videos with practical exercises), and forms of social media.

The in-class time represents only a proportion of study for each module. The remaining time is self-managed by students, so offering scope for creative experimentation, exploration and the emergence of the autonomy required in professional life.

## **Assessment**

All assessment is continuous. The artefacts produced by students for assessment are varied, including essays, research reports, seminar presentations, social media streams, blog posts, and all forms of practical production in media output. These are assessed by observation of individual contribution to group work, the group effort itself, (where appropriate), by peer assessment in some cases, and by critical reports. One module, Media & the Law (level 5) has an exam paper.

## **Course structure**

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year.

This section shows the core and option modules available as part of the course and their credit value for the following courses: BA Journalism; BA Television Production; BA Public Relations & Advertising; BA Radio Production; BA Digital Media and Communications. Full-time Undergraduate students study 120 credits per year.

## **Journalism:**

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
2MSJ401	Essential Journalism – Semester 1 and 2	Core	30	15
2JRN406	Introduction to Journalism – Semester 1	Core	15	7.5
2MSJ402	Multimedia Journalism – Semester 2	Core	15	7.5
MMSF402	Media & Society – Semester 1	Core	15	7.5
MMSF403	Critical Orientations to Knowledge – Semester 1	Core	15	7.5
MMSF404	Network Society and the Media – Semester 2	Core	15	7.5
MSF402	Sound, Story, Image and Text – Semester 2	Core	15	7.5
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
2MSJ501	Advanced Journalism – Semester 1	Core	15	7.5
2MSJ502	Magazine Project – Semester 1	Core	15	7.5
2MSJ504 2MSJ505	Choose ONE of the following: Advanced Online Media – Semester 2 Advanced Broadcast Journalism – Semester 2	Optional	15	7.5
MMST513 MMST501 MMST500	Choose ONE of the following: Arts and Entertainment Journalism – Semester 2 International Journalism – Semester 2 Lifestyle Journalism – Semester 2 Pan MAD collaborative module – Semester 2	Optional	15	7.5



2MSF501	Media Transformations – Semester 1	Core	15	7.5
2MED633	News & Public Opinion – Semester 1	Core	15	7.5
	Choose TWO of the following in Semester 2: Audience Studies Creativity Cultural Industries and Media Markets Advertising and Promotional Culture Sex Violence and Censorship Media and the Law	Optional	15	7.5
<b>Award of Diploma of Higher Education available</b>				
<b>Credit Level 6</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
2MSJ601	Final Journalism Project (incorporating Professional Employability & Practice) – Semester 1 and 2	Core	45	22.5
2MED640 2MED643 2MSJ602	Choose ONE of the following; Fashion Journalism – Semester 2 Sports Journalism – Semester 2 Investigative Journalism – Semester 2	Optional	15	7.5
2MED639	Dissertation – Semester 1 & 2	Core	45	22.5
	Choose one of the following in either Semester 1 or 2: Contemporary Issues in Media Policy Media Around the Globe Multiculturalism and the Media Celebrity Culture and the Media	Optional	15	7.5
<b>Award of BA Honours available</b>				

## Television Production:

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
2MST401	Introduction to Television Production - Semester 1	Core	30	15
2TVP408	Further Television Practice Skills - Semester 2	Core	15	7.5
MMST400	Producing Drama for Broadcast, Digital Promotion and Distribution - Semester 2	Core	15	7.5
MMSF402	Media & Society - Semester 1	Core	15	7.5
MMSF403	Critical orientations to Knowledge - Semester 1	Core	15	7.5
MMSF404	Network Society and the Media - Semester 2	Core	15	7.5
MSF402	Story Sound Image Text – Semester 2	Core	15	7.5
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
2TVP501	Documentary Production - Semester 1 repeated Semester 2	Core	15	7.5
2TVP502	Multi-Camera Production - Semester 1 repeated Semester 2	Core	15	7.5
MMST504	Two of the following Digital Creativity - Semester 1 repeated Semester 2	Optional	15	7.5
MMST511	Adverts and Promotional Shorts - Semester 1 repeated Semester 2 Pan-MAD collaborative module - Semester 2			
MMST512	Television Styles and genres Semester 1			
2MSF 501	Media Transformations Semester 1	Core	15	7.5
	Choose TWO of the following in Semester 2: Audience Studies Creativity Cultural Industries and Media Markets Advertising and Promotional Culture Sex Violence and Censorship	Optional	15	7.5

	Media and the Law			
Module code	LEVEL 6	Status	UK credit	ECTS
2BRD 699	Advanced Programme Making - Semester 1 & 2	Core	45	22.5
Tbc	Professional Practice and Employability (Television) Semester 1 & 2	Core	15	7.5
2 MED 639	Dissertation Semester 1 & 2	Core	45	22.5
	Choose one of the following in either Semester 1 or 2: Contemporary Issues in Media Policy Media Around the Globe Multiculturalism and the Media Celebrity Culture and the Media	Optional	15	7.5
Award of BA Honours available				

## Public Relations and Advertising

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
MPRA400	Introduction to PR – Semester 1	Core	15	7.5
MPRA401	Introduction to Advertising – Semester 1	Core	15	7.5
MPRA402	Campaigning and Persuasive Skills in PR & Advertising – Semester 1 & 2	Core	30	15
MMSF402	Media & Society - Semester 1	Core	15	7.5
MMSF403	Critical orientations to Knowledge - Semester 1	Core	15	7.5
MMSF404	Network Society and the Media - Semester 2	Core	15	7.5
MSF402	Story Sound Image Text – Semester 2	Core	15	7.5
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
MPRA500	Online PR and Advertising - Semester 1	Core	15	7.5
MPRA501	Campaigning Practice – Semester 2	Core	15	7.5
MPRA502	PR and Advertising Ethics and Law – Semester 1	Core	15	7.5
	Choose ONE of the following: Arts and Lifestyle Journalism – Semester 2 International Journalism – Semester 2 Lifestyle Journalism – Semester 2 Pan MAD collaborative module – Semester 2	Optional	15	7.5
2MSF501	Media Transformations - Semester 1	Core	15	7.5
2MED633	Either News & Public Opinion – Semester 1 OR Television Styles & Genres – Semester 1	Core	15	7.5

	TWO of the following in Semester 2: Advertising and Promotional Culture Audience Studies Creativity Cultural Industries and Media Markets Sex, Violence and Censorship Media and the Law	Optional	15	7.5
<b>Award of Diploma of Higher Education available</b>				
<b>Credit Level 6</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
	Strategic Communications – Semester 1	Core	15	7.5
	PR and Advertising Final Project – Semester 1 & 2	Core	30	15
	Professional Practice & Employability (PR and Advertising) – Semester 1 & 2	Core	15	7.5
	Choose one of the following: Contemporary Issues in Media Policy Media Around the Globe Multiculturalism and the Media Celebrity Culture and the Media	Optional	15	7.5
	Dissertation - Semester	Core	45	22.5
<b>Award of BA Honours available</b>				

### Radio Production:

<b>Credit Level 4</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
2MSR401	Introduction to Audio – Semester 1	Core	30	15
2MSR402	Radio News – Semester 2	Core	15	7.5
2RAD408	Multi-Track Audio – Semester 2	Core	15	7.5
MMSF402	Media & Society - Semester 1	Core	15	7.5
MMSF403	Critical orientations to Knowledge - Semester 1	Core	15	7.5
MMSF404	Network Society and the Media - Semester 2	Core	15	7.5
MSF402	Story Sound Image Text – Semester 2	Core	15	7.5
<b>Award of Certificate of Higher Education available</b>				
<b>Credit Level 5</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
2RAD504	Music Radio – Semester 1	Core	15	7.5
MRAD510	Audio Features – Semester 1	Core	15	7.5
2MSJ504 2MSJ505 MRAD509	TWO of the following Advanced Online Media – Semester 2 Advanced Broadcast Journalism - Sem 2 Speech Radio – Semester 2 Pan-MAD collaborative module – Semester 2	Optional	15	7.5
2MSF501	Media Transformations – Semester 1	Core	15	7.5
2MED633	EITHER News & Public Opinion – Semester 1 OR Television Styles & Genres – Semester 1	Optional	15	7.5
	Choose TWO of the following in Semester 2: Audience Studies Creativity Cultural Industries and Media Markets	Optional	15	7.5

	Advertising and Promotional Culture Sex Violence and Censorship Media and the Law			
<b>Award of Diploma of Higher Education available</b>				
<b>Credit Level 6</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
tbc	Final Audio Projects – Semester 1	Core	45	22.5
tbc	Professional Practice & Employability (Radio) – Semester 2	Core	15	7.5
2MED639	Dissertation – Semester 1 & 2	Core	45	22.5
	Choose one of the following in either Semester 1 or 2: Contemporary Issues in Media Policy Media Around the Globe Multiculturalism and the Media Celebrity Culture and the Media	Optional	15	7.5
<b>Award of BA Honours available</b>				

## Digital Media and Communications

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
MMSF402	Media & Society - Semester 1	Core	15	7.5
MMSF403	Critical orientations to Knowledge - Semester 1	Core	15	7.5
MDMC401	Introduction to Web Production – semester 1	Core	15	7.5
MSF402	Story Sound Image Text – Semester 2	Core	15	7.5
MDMC402	Media, Time, Space Semester 2	Core	15	7.5
MDMC400	Social Media in Theory and Practice – Semester 1 & 2	Core	30	15
	ONE of the following production options: Multimedia Journalism Radio News Further Television Practice Skills Persuasive Skills in PR and Advertising (Semester 2)	Option	15	7.5
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
Tbc	Media Transformations – Semester 1	Core	15	7.5
Tbc	EITHER News and Public Opinion - Semester 1 OR Television Styles and Genres – Semester 1	Option	15	7.5
Tbc	Advanced Web Production – Semester 1	Core	15	7.5
Tbc	Social media and Information Society Studies – Semester 1	Core	15	7.5
Tbc	Semester Two production options. Choose TWO of the following:  Advanced Online Media Advanced Broadcast Journalism	Option	15	7.5



	Arts and Entertainment Journalism International Journalism Lifestyle Journalism Creative Encounters			
	Choose TWO of the following in Semester 2: Audience Studies Creativity Cultural Industries and Media Markets Media and the Law Advertising and Promotional Culture Sex Violence and Censorship	Option	15	7.5
<b>Award of Diploma of Higher Education available</b>				
<b>Credit Level 6</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
2MED633	Dissertation - Semester 1 & 2	Core	45	22.5
tbc	Final Project (DMC) - Semester 1 & 2	Core	30	15
TBC	Professional Practice & Employability (DMC) – Semester 1 & 2	Core	15	7.5
	Choose two of the following in Semester 1 & 2: Contemporary Issues in Media Policy Media Around the Globe Multiculturalism and the Media Celebrity Culture and the Media	Option	15	7.5
<b>Award of BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one year.

## Academic regulations

**The BA Honours Journalism; Public Relations and Advertising; Television Production; Radio Production; Digital Media and Communications and its intermediate awards operate in accordance with the University's Academic Regulations and the *Framework for Higher Education Qualifications in England, Wales and Northern Ireland* published by the Quality Assurance Agency for Higher Education (QAA) in 2008.**

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at [westminster.ac.uk/essential-westminster](http://westminster.ac.uk/essential-westminster). The following regulations should be read in conjunction with the *Modular Framework for Undergraduate Courses* and relevant sections of the current *Handbook of Academic Regulations*, which is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

## Award

**To qualify for the award of the BA Honours Journalism; Public Relations and Advertising; Television Production; Radio Production; Digital Media and Communications**

Students must have:

- obtained at least 360 credits including:
  - passed 75 credits at credit Level 4 or higher and achieved at least a condoned credit in each of the remaining modules worth 45 credits at Level 4; and
  - passed a minimum of 120 Credits at credit Level 5 or higher; and
  - passed a minimum of 120 credits at credit Level 6 or higher.
- attempted modules with a maximum value of 330 credits at credit Levels 5 and 6; and
- satisfied the requirements contained within any course specific regulations for the relevant course scheme.

The class of the Honours degree awarded is decided by two criteria, the average of the best 105 credits passed at credit Level 6 being in the range of the class to be awarded, and the average of the next best 105 credits passed at credit Levels 5 and 6 provided the next best 105 credits passed are no more than one classification below this.

## Support for students

Upon arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the Faculty Registry. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor who can provide advice and guidance on academic matters.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their Faculty. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also

choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

[Student Affairs](#) provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The Student Affairs Hub is located at 101 New Cavendish Street, Cavendish House (1<sup>st</sup> Floor), with an additional office located at the Harrow Campus.

<http://www.westminster.ac.uk/study/new-students/when-you-arrive>

The [University of Westminster Students' Union](#) also provides a range of facilities to support all students during their time at the University. <http://www.uwsu.com/>

## **Reference points for the course**

### **Internally**

The course has been designed to take account of the University's mission to provide education for professional life and to meet the requirements of the University Teaching and Learning Strategy. The course structure meets the requirements of the modular frameworks and the academic regulations of the University. Other reference points:

School Learning and Teaching Strategy  
University Handbook of Academic Regulations  
University Quality Assurance Handbook

### **Externally**

Panels of industry advisors:

QAA Academic Infrastructure including Subject Benchmark statement(s), the Framework for Higher Education Qualifications and sections of the Code of Practice

<http://www.qaa.ac.uk/academicinfrastructure/default.asp>

### **Professional body accreditation**

The Journalism course is accredited by the Broadcast Journalism Training Council. Radio Production and Television Production are awaiting re-accreditation by SKILLSET.

### **Quality management and enhancement**

#### **Course management**

For the BA Media degrees, the management structure supporting the course is as follows.

Many aspects of the day-to-day management is devolved to the four separate courses: Journalism, Public Relations and Advertising, Television Production and Radio Production and Digital Media and Communications. Each of these has its own Course Leader and its own Course Committee.

- Course Leader responsible for day to day running and overall management of the course and development of the practice side of the curriculum. Each course has a theory representative who is responsible for liaising between the course leader and the theory aspects of the curriculum.
- Director of Undergraduate Media Studies takes responsibility for Quality Assurance and the student experience across the whole Media degrees programme.
- Convenor, Media Theory, who co-ordinates the theory modules.
- Head of Department holds academic responsibility for the course and other courses within the Department;

Staff in the Department undergo annual appraisal and observation of their teaching by their colleagues leading to staff development through course attendance or research activity. Staff in the Department attend events organised by the Director of Learning and Teaching around current teaching, learning and assessment issues, as well as Departmental meetings.

### **Course approval, monitoring and review**

The original Media Studies course was initially approved by a University Validation Panel in 1975. The present structure was approved by a University Validation Panel in 2008. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the Faculty action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

### **Student involvement in Quality Assurance and Enhancement**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the course committee.

All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey, which elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Faculty's' quality assurance evidence base.

**For more information about this course:**

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**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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