

PROGRAMME SPECIFICATION

KEY FACTS

Programme name	<p>Media and Communications Media Production Communication, PR and Advertising</p> <p>Media and Communications with Study Abroad Media Production with Study Abroad Communication, PR and Advertising with Study Abroad</p> <p>Media and Communications with Integrated Professional Training Media Production with Integrated Professional Training Communication, PR and Advertising with Integrated Professional Training</p>
Award	BA (Hons)
Exit Awards	BA (Ord), Dip HE, Cert HE
School	School of Communication & Creativity
Department or equivalent	Department of Media, Culture and Creative Industries
UCAS Code	<p>P4P3: BA Media and Communications P310: BA Media Production P4N5: BA Communication, PR and Advertising</p>
Programme code	<p>MCUMEC MCBAMEC01</p> <p>USMECO: Media and Communications USMEPR: Media Production USCPRA: Communication, PR and Advertising</p> <p>USMECS: Media and Communications with Study Abroad USMEPS: Media Production with Study Abroad USCPAS: Communication, PR and Advertising with Study Abroad</p> <p>USMECI: Media and Communications with Integrated Professional Training</p>

	USMEPI: Media Production with Integrated Professional Training USCPAI : Communication, PR and Advertising with Integrated Professional Training
Type of study	Full-time
Total UK credits	360
Total ECTS	180

PROGRAMME SUMMARY

Our Media and Communications offer provides a suite of three single-honours degree programme pathways delivered by the Department of Media, Culture and Creative Industries. All three pathways offer cutting-edge academic and professional training in Media and Communications, their creation, distribution and consumption, to help you thrive in the professional media landscape. A key strand of all programme pathways is a focus on today's promotional media from YouTube to TikTok, including advertising, promotion, publicity as well as influencer culture.

Specifically, these are the pathways and awards:

- **BA Media and Communications** offers a broad overview and intensive academic study of today's new media and communications culture, including social media and promotional media and culture. You get to try out, critically evaluate and apply aspects of media production as well as communication, PR and advertising.
- **BA Media Production** is a practical course. If you seek a career above all in *making* media, including audio/visual adverts, short films and podcasts, this is the course for you. You will learn the key skills you need to create digital content. And you will learn the key contextual skills – from media distribution, economics and regulation to how to work and manage in the creative industries – that are necessary to understand the bigger picture and land a job in the media industries.
- **BA Communication, PR and Advertising** is a practical course that helps you compose effective communication and understand how businesses and other organisations seek to influence and persuade consumers and audiences using media technologies. If you are interested above all in a career in PR or advertising, this is the course for you.

All students take the same compulsory modules at Stage 1. In Programme Stage 2, modules differentiate according to whether you are registered on the more general Media and Communications programme or wish to concentrate more deeply on a specialised practical/vocational area, by being registered on Media Production or Communication, PR and Advertising. The more specialised modules in Programme Stages 2 and 3 strengthen your knowledge and skills in these disciplines and introduce you to the most recent trends and issues in theory and practice. Each specialist pathway offers options that are particularly relevant to your goals and desired career.

The core modules acquaint you with the critical knowledge to understand effective media and communication forms and distribution channels, how to reach and influence consumers and audiences, how the media and creative industries operate as well as the ethical and legal questions that pertain to creatives' work. Practical modules instruct you how to create media (including digital audio/visual works such as adverts, short films and documentaries

or podcasts) and effective communication, for example, how to make formal and stylistic decisions based on a client's brief or an organisation's strategic goals.

You must take CO2000 Micro-Placement (Stage 2) or CO3000 Micro-Placement (Stage 3) or CO3100 Industry Project (Stage 3) once and only once over the course of your degree. These modules allow you to get real-world industry experience and increase the prospects of employability by either working in industry or responding to an industry brief.

Transfers – you are permitted to apply to transfer between the programme pathways (BA Media Production; BA Communication, PR and Advertising) up until the end of Teaching Week 4 in Term 1 of Programme Stage 2. Late requests will not be considered. Transfers are via application and are subject to the discretion and approval of the Programme Director to which you are applying. If you are studying on a Tier 4 visa additional rules relating to visa compliance will apply.

Aims

The BA Media and Communications aims to provide you with:

- a broader course with instruction to entering high-demand professional careers, including in the promotional media
- critical, theoretical and systematic knowledge that will enable you to analyse and understand how media forms and styles make meaning and reach different audiences
- a range of intellectual tools necessary to understand the big picture of media and creative industries and the ethical questions that pertain to creatives' working lives
- key practical skills necessary for employment in the media industries, such as camerawork, video editing and copywriting.

The BA Media Production aims to provide you with:

- a unique course that combines cutting-edge theory with more intensive practice surrounding digital content creation and distribution
- key practical skills necessary for employment in the media industries, such as camerawork and editing
- additional practical skills, such as more advanced video editing techniques and sound recording as well as more advanced modules in promotional content creation and writing for screen media
- key contextual, theoretical and professional instruction necessary to understand the economic, regulatory and ethical questions pertinent to working in the media industries

The BA Communication, PR and Advertising aims to provide you with:

- a unique course that combines cutting-edge theory with the commercial knowledge and skills necessary to understand effective communication, persuasion and influence of consumers and audiences
- key practical skills necessary for employment in the creative industries and in particular PR and advertising, including written expression, copywriting and visual communication
- key contextual, theoretical and professional instruction necessary to understand the economic, regulatory and ethical questions pertinent to working in the communication and media industries

- critical, theoretical and systematic knowledge that will enable you to analyse and understand how communication and media forms and styles make meaning and reach different audiences

Certificate / Programme Stage 1

Following successful completion of Programme Stage 1 or the Certificate, you will be able to discuss underlying concepts and principles associated with Media and Communications and apply these insights to fundamental aspects of digital content creation. *(For further information see the 'What Will I Study?' section, below.)*

You will have demonstrated:

- a good general knowledge and understanding of the well-established principles, issues, concepts and theories in Media and Communications
- the ability to relate underlying concepts and principles to a variety of contexts (including practical contexts)
- an understanding of the limits of your knowledge.

Typically you will be able to:

- use a limited range of techniques to undertake critical analysis of information
- communicate information using key methodological techniques of the discipline
- have the basic preparation to undertake further training to develop your methodological and subject-specific understanding.

You will have the confidence and transferable skills to prepare yourself for employment requiring the exercise of personal responsibility and decision-making.

Diploma / Programme Stage 2

When you have successfully completed Programme Stage 2 or the Diploma, you will have built on your previous knowledge and experience. You will have developed skills of enquiry in your subject and different approaches to problem-solving. You will also be able to identify the limitations of your knowledge. *(For further information see the 'What Will I Study?' section, below.)*

You will have demonstrated:

- knowledge and critical understanding of established principles of the study of media, and of the way in which those principles have developed
- the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context
- knowledge of the main methods of enquiry in Media and Communications and the ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study
- an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

Typically, you will be able to:

- use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis

- effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively
- undertake further training, develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations.

You will have the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.

Degree / Programme Stage 3

Following successful completion of Programme Stage 3 or the degree you will have a coherent, systematic and detailed knowledge of your discipline. You will be able to develop techniques for practice drawing on research and scholarship demonstrating your role as a reflective practitioner. You will have successfully completed the Final-Year Project, which requires you to design and complete either a practical media or communications project (e.g. series of promotional adverts or a PR campaign) with a reflective essay or an applied research dissertation. (*For further information see the 'What Will I Study?' section, below.*)

Bachelor's Degrees with honours are awarded to students who have demonstrated:

- a systematic understanding of key aspects of Media and Communications, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of the discipline
- an ability to deploy accurately established techniques of analysis and enquiry within a discipline
- conceptual understanding that enables you:
 - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the discipline
 - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline
 - an appreciation of the uncertainty, ambiguity and limits of knowledge
 - the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).

Typically, holders of the qualification will be able to:

- apply the methods and techniques that you have learned to review, consolidate, extend and apply knowledge and understanding, and to initiate and carry out projects
- critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution – or identify a range of solutions - to a problem
- communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

You will have the qualities and transferable skills necessary for employment requiring:

- the exercise of initiative and personal responsibility
- decision-making in complex and unpredictable contexts
- the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

WHAT WILL I BE EXPECTED TO ACHIEVE?

Knowledge and understanding:

- critically analyse particular media forms and genres, and the way in which they create understandings, meanings and affects among media users
- evaluate how media and communication emerge from, and connect with, their social contexts
- critically assess the ways in which people consume and make sense of media and communication
- design media and communication according to the needs of specific audiences
- self-reflect on your own creative processes through engagement in one or more production practices
- critically analyse and evaluate the narratives and types of representation at work in media and communication
- critically appraise the ways in which specific media and their technologies make possible different kinds of aesthetic effects

Skills:

- make informed and reasoned arguments about how communication and media have emerged historically and produced social, cultural and technological change
- examine forms of communication and media critically with appropriate reference to the diversity of contemporary society
- analyse closely and interpret these forms of communication and media
- develop practical media production and/or communication skills, for instance, camerawork, sound recording, video editing and written expression
- produce media and communication that fit set briefs
- plan and make compelling pitches and/or presentations
- consider your own creative and academic work in a reflective manner, with reference to academic and/or professional issues, debates and conventions

Values and attitudes:

- respect and acknowledge the work of others
- acknowledge and value diversity of opinion and ideas
- develop self-motivation, commitment and initiative
- nurture curiosity, an enquiring attitude and willingness to explore the applications of your learning in professional contexts
- identify and question your own assumptions.

This programme has been developed in accordance with the QAA Subject Benchmark for Communication, Media, Film and Cultural Studies.

HOW WILL I LEARN?

You will learn via varied, student-centred and also authentic forms of teaching and assessment, which will include formative assignments, creative and digital portfolios (e.g. short films, adverts, podcasts), reports and projects as well as essays and presentations. You will engage with the rich debates about the media and creative industries while also developing your applied skills in Media and Communications creative, professional and digital contexts.

Your modules will be delivered using a combination of lectures, seminars and practical workshops, supported by a personal tutorial system. The lectures will provide commentary and explanation of key content areas, with most modules also offering seminars to develop your understanding by inviting you to participate in debates. Practical workshops supplement your learning by honing your skills in areas such as camerawork, sound recording and digital editing.

You will be required throughout your studies to undertake extensive reading and independent study in order to understand the topics covered in lectures and classes, and to broaden and deepen your knowledge of the subject. Your self-directed learning will be supported in a variety of ways, including Moodle, group work, external visits, extensive use of online resources and/or showcases of creative work.

In the course of the programme you will create professional and creative portfolios related to your taught modules, informed by modular teaching and internal or external events, including talks from visiting experts. You will consume widely across creative and professional genres and formats of media. You will also generate your own digital content to reflect different audiences and professional purposes and functions of media.

You must take CO2000 Micro-Placement (Stage 2) *or* CO3000 Micro-Placement (Stage 3) *or* CO3100 Industry Project (Stage 3) once and only once over the course of your degree. These modules allow you to get real-world industry experience and increase the prospects of employability by either working in industry or responding to an industry brief.

These learning, teaching and assessment methods support the overall programme aims of equipping you with the intellectual tools necessary to understand how media forms and styles achieve effects and reach different audiences as well as the big picture of media and creative industries and the ethical questions that pertain to creatives' working lives. They will also allow you to gain the key practical skills necessary for employment in the media and communications industries, from writing and presenting to camerawork and editing.

This programme will include an average of 8 contact hours per week in Term 1 and Term 2 and around 160 contact hours per year. In addition, you will be expected to undertake about 27 independent study hours per week (around 540 per year). Some of these hours will include use of online learning tools such as Moodle.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

The programme will be assessed via a mix of coursework assignments (creative portfolios including films and adverts, critical/reflective essays, academic essays, presentations, industry reports, marketing plans and other projects) and individual and group assignments (including projects and presentations) assessing your knowledge of the academic subjects and key concepts. In media production and other creative projects, you will develop your skills in providing and receiving peer review. Individual and group project reports and presentations will assess both creative and professional content and your presentation skills.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an

assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on Assessment

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with mid-module feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end-of-module examinations or an equivalent significant task (e.g. an end-of-module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at:

https://www.city.ac.uk/__data/assets/pdf_file/0009/452565/Assessment-and-Feedback-Policy...pdf

Assessment Regulations

In order to pass your Programme, you must complete the assessments from the relevant modules successfully or be exempted from the relevant modules and assessments and acquire the required number of credits. You also need to pass each Programme Stage of your Programme in order to progress to the following Programme Stage. The weighting for each Programme Stage of your Programme is given in the table below under *What Award Can I Get?*

The Pass mark for each module is 40%.

If you fail an assessment component or a module, the following will apply:

1. Compensation: where you fail up to 30 credits or one sixth of the total credits within a Programme Stage, whichever is greater, you may be allowed compensation if:

- Compensation is permitted for the module involved (see the What will I Study section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme Stage, and
- A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
- An aggregate mark of 40% has been achieved for the Programme Stage, and
- The total volume of credits compensated over the entire degree does not exceed 45 credits.

To be clear, the maximum amount of compensation that can be applied across one or more Modules within a Programme Stage or for the Programme is as follows:

30 credits or one-sixth of the total credits within a Programme Stage, whichever is greater, *subject to the maximum volume of credits* (45 credits for an Undergraduate programme) that can be compensated across the programme.

Where you are eligible for compensation at the first attempt, this will be applied in the first instance rather than offering a resit opportunity.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original module mark will be used for the purpose of your Award calculation.

2. Resit: where you are not eligible for compensation at the first attempt, you will be offered one resit attempt.

If you are successful in the resit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a resit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the components that you passed at first attempt.

If you do not meet the pass requirements for a module and do not complete your resit by the date specified you will not progress to the next Programme Stage and the Assessment Board will require you to be withdrawn from the Programme.

If you fail to meet the requirements for a particular Programme Stage or the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

https://www.city.ac.uk/_data/assets/pdf_file/0007/453652/s19.pdf

WHAT AWARD CAN I GET?

Please note that any exception to the credit framework or degree classification structure will require approval via Student & Academic Services. If a module from a lower HE level is offered in any particular stage, e.g. level 5 modules offered as electives at stage 3, please include a comment here such as “up to 30 of these credits may be chosen from modules at HE Level 5.”

Bachelor's Degree with Honours:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	120	60

Class	% required
I	70
II upper division	60
II lower division	50
III	40

Ordinary Degree:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	60	60

Class	% required
With Distinction	70
With Merit	60
Without classification	40

Diploma of Higher Education:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	30
2	5	120	70

Class	% required
With Distinction	70
With Merit	60
Without classification	40

Certificate of Higher Education:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	100

Class	% required
With Distinction	70
With Merit	60
Without classification	40

WHAT WILL I STUDY?

Programme Stage 1

Total Programme Stage 1 credit value = 120 credits. You study six 15-credit core modules and one 30-credit module. To progress from Stage 1 to Stage 2, Stage 1 requirements must have been satisfied.

The first year provides you with a firm foundation across the wider discipline of media and communications. You will learn (1) about how different media and communications forms make meaning and the concepts and applied methodologies that scholars and industry professionals use to speak about and research media and communications; (2) the basics of digital content creation, including camerawork and video editing; (3) the principles of understanding media and communications audiences and how companies segment, position and target them in markets; (4) the reading, writing, professional and EDI skills you need to be able to succeed in your degree, appeal to employers and relate to others in a sensitive and inclusive way.

At Stage 1, you must take 7 core modules:

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Understanding Media and Communications	MC1001	15	C	Y	4
Researching Media and Communications	MC1002	15	C	Y	4
Working with Words	EN1012	15	C	Y	4
Creativity and Social Justice	MC1003	15	C	Y	4
Media and Communication Audiences	MC1004	15	C	Y	4
Introduction to Marketing & Advertising	MC1005	15	C	Y	4
Digital Content Creation	MC1006	30	C	Y	4

Programme Stage 2

Total Programme Stage 2 credit value = 120 credits. To progress from Stage 2 to Stage 3, Stage 2 requirements must have been satisfied.

At Stage 2, the modules you take will depend on your programme pathway: BA Media and Communications; BA Media Production; or BA Communication, PR and Advertising.

a. BA Media and Communications

You will take five core 15-credit modules, for a subtotal of 75 credits. The remaining 45 credits you take from a list of electives.

Please note that you must take CO2000 Micro-Placement (Stage 2) *or* CO3000 Micro-Placement (Stage 3) *or* CO3100 Industry Project (Stage 3) once and only once during your degree.

At Stage 2, your learning will build on the foundations provided in Stage 1. Specifically, you will learn about the economic and legal forces that shape media and communications, both at the micro-level of individuals (e.g. how YouTubers monetise content) and the macro-level of institutions and governments. You will learn how media travel from producers to users and how technological innovations in data-processing affect these distribution channels and platforms. You will learn about how advertising affects individuals and functions in society. And you will learn skills in how to work collaboratively with, and manage, others in professional workplaces and contexts in the media and communications industries. Your electives allow you to explore and develop your creative media and communications skills, for example in practical modules in writing, podcasting, promotional blogging, marketing communication and/or public relations.

Specifically, you must take the following five modules:

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Media Economics and Regulation	MC2003	15	C	Y	5
Digital Distribution and Platforms	MC2004	15	C	Y	5
Advertising and Consumer Culture	MC2002	15	C	Y	5
Media, Theory and Society	JO2202	15	C	Y	5
Working and Managing in the Creative Industries	MC2005	15	C	Y	5

Indicative electives (you must take 45 credits from these):**

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Screenwriting	MC2006	15	E	Y	5
Writing for Media and Communications	MC2007	15	E	Y	5
Podcasting	JO2300	15	E	Y	5
Digital Storytelling	EN2008	15	E	Y	5
Public Relations	MC2001	15	E	Y	5

Strategic and Marketing Communication	MC2008	15	E	Y	5
Micro-Placement*	CO2000	15	E	Y	5

b. BA Media Production

You will take six core 15-credit modules, for a subtotal of 90 credits. The remaining 30 credits you take from a list of electives.

Please note that all students must take CO2000 Micro-Placement (Stage 2) *or* CO3000 Micro-Placement (Stage 3) *or* CO3100 Industry Project (Stage 3) once and only once.

At Stage 2, your learning will build on the foundations provided in Stage 1. Specifically, you will deepen your skills in video editing to be able to communicate more sophisticated effects in content creation. You will also deepen your practical creative writing skills by understanding how to best use certain styles of writing in different professional media contexts. You will also take a series of contextual modules about the media industries and your future place within it as a professional. You will learn about the economic and legal forces that shape media production, both at the micro-level of individuals (e.g. how YouTubers monetise content) and the macro-level of institutions and governments. You will learn how media travel from producers to users and how technological innovations in data-processing affect these distribution channels and platforms. You will learn about how advertising affects individuals and functions in society. And you will learn skills in how to work collaboratively with, and manage, others in professional workplaces and contexts in the media production industry. Your elective allows you to explore another creative media or communication skill, for example a practical module in podcasting, promotional blogging, marketing communication and/or public relations.

Specifically, you must take the following six modules:

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Writing for Media and Communications	MC2007	15	C	Y	5
Intermediate Editing	MC2009	15	C	Y	5
Media Economics and Regulation	MC2003	15	C	Y	5
Digital Distribution and Platforms	MC2004	15	C	Y	5
Advertising and Consumer Culture	MC2002	15	C	Y	5
Working and Managing in the Creative Industries	MC2005	15	C	Y	5

You must also take 30 credits from this indicative list:**

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Podcasting	JO2300	15	E	Y	5
Screenwriting	MC2006	15	E	Y	5
Digital Storytelling	EN2008	15	E	Y	5

Public Relations	MC2001	15	E	Y	5
Strategic and Marketing Communication	MC2008	15	E	Y	5
Micro-Placement*	CO2000	15	E	Y	5

c. BA Communication, PR and Advertising

You will take six core 15-credit modules, for a subtotal of 90 credits. The remaining 30 credits you choose from a list of electives.

Please note that all students must take CO2000 Micro-Placement (Stage 2) *or* CO3000 Micro-placement (Stage 3) *or* CO3100 Industry Project (Stage 3) once and only once.

At Stage 2, your learning will build on the foundations provided in Stage 1. Specifically, you will learn public relations and the practical techniques needed to build and enhance the reputation of an organisation or client. You will also learn more about strategic forms of communication required, for example, when a brand is under reputational risk or crisis, and how to articulate value propositions and communicate tactically to different markets. You will also learn about how advertising affects individuals and functions in society. In addition, you will learn about the economic and legal forces that shape media and communications, both at the micro-level of individuals (e.g. how YouTubers monetise content) and the macro-level of institutions and governments. You will learn how communication travels from producers to recipients and how technological innovations in data-processing affect these distribution channels and platforms. And you will learn skills in how to work collaboratively with, and manage, others in professional workplaces and contexts in the media and communications industries. Your elective allows you to explore another creative media or communication skill, for example a practical module in podcasting, promotional blogging or writing for screen media.

Specifically, you must take the following six modules:

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Public Relations	MC2001	15	C	Y	5
Strategic and Marketing Communication	MC2008	15	C	Y	5
Advertising and Consumer Culture	MC2002	15	C	Y	5
Media Economics and Regulation	MC2003	15	C	Y	5
Digital Distribution and Platforms	MC2004	15	C	Y	5
Working and Managing in the Creative Industries	MC2005	15	C	Y	5

You must also take 30 credits from this indicative list:**

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Podcasting	JO2300	15	E	Y	5
Digital Storytelling	EN2008	15	E	Y	5
Media, Theory and Society	JO2202	15	E	Y	5

Writing for Media and Communications	MC2007	15	E	Y	5
Micro-Placement*	CO2000	15	E	Y	5

Programme Stage 3

Total Programme Stage 3 credit value = 120 credits. To complete your degree, Stage 3 requirements must have been satisfied.

At Stage 3, the modules you take will depend on your programme pathway: BA Media and Communications; BA Media Production; or BA Communication, PR and Advertising.

a. BA Media and Communications

You will take one core 45-credit module, which is not compensatable, and two core 15-credit modules, for a subtotal of 75 credits. The remaining 45 credits you take from a list of electives.

Please note that all students must take CO2000 Micro-Placement (Stage 2) or CO3000 Micro-Placement (Stage 3) or CO3100 Industry Project (Stage 3) once and only once.

At Stage 3, you complete a Final-Year Project across the year. Through a series of practical/applied methodological workshops and individual supervision meetings, this module requires you to design and complete either a practical media or communications project (e.g. series of promotional adverts or a PR campaign) with a reflective essay, or an applied research dissertation. You will also take a career-orientated module that helps you profile yourself and your work experience (and learn how to set yourself up as a freelancer if you choose) in the best light in order to succeed professionally. You will also take a contextual module on the realities of stardom and influencer culture. Your electives allow you to deepen your creative and/or professional media and communications skills, for example in practical modules in creative advertising, social media marketing, user experience and data analytics, political communication or media law.

Specifically, you must take the following three modules:

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Final-Year Project	MC3005	45	C	N	6
Freelancing and Entrepreneurialism in CCI	CO3400	15	C	Y	6
Stardom and Influencer Culture	MC3001	15	C	Y	6

Indicative electives (you must take 45 credits from these):**

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Creative Advertising	MC3003	15	E	Y	6

Social Media Marketing	MC3002	15	E	Y	6
Analytics and User Experience (UX)	MC3006	15	E	Y	6
Fashion and Lifestyle Journalism	JO3121	15	E	Y	6
Media Law	JO3101	15	E	Y	6
Micro-Placement*	CO3000	15	E	Y	6
Industry Project*	CO3100	15	E	Y	6

b. BA Media Production

You will take one core 45-credit module, which is not compensatable, and four core 15-credit modules, for a subtotal of 105 credits. The remaining 15 credits you take from a list of electives.

Please note that all students must take CO2000 Micro-Placement (Stage 2) or CO3000 Micro-Placement (Stage 3) or CO3100 Industry Project (Stage 3) once and only once.

At Stage 3, you complete a Final-Year Project across the year. Through a series of practical/applied methodological workshops and individual supervision meetings, this module requires you to design and complete either a practical media or communications project (e.g. a promotional video campaign) with a reflective essay, or an applied research dissertation. You will also take a career-orientated module that helps you profile yourself and your work experience (and learn how to set yourself up as a freelancer if you choose) in the best light in order to succeed professionally. In addition, you take two practical modules in which you deepen your expertise in creating promotional video content and creative digital advertising. A module in data analytics helps you better interpret data to refine creative content and better suit audience needs. Your elective allows you to explore another area of contemporary media and communications culture and its practice.

Specifically, you must take the following five modules:

Module Title	SITS Code	Module Credits	Core/Elective	Compensation Yes/No	Level
Final-Year Project	MC3005	45	C	N	6
Freelancing and Entrepreneurialism in CCI	CO3400	15	C	Y	6
Promotional Content Creation	MC3007	15	C	Y	6
Creative Advertising	MC3003	15	C	Y	6
Analytics and User Experience (UX)	MC3006	15	C	Y	6

Indicative electives (you must take 15 credits from these):**

Module Title	SITS Code	Module Credits	Core/Elective	Compensation Yes/No	Level
Social Media Marketing	MC3002	15	E	Y	6
Stardom and Influencer Culture	MC3001	15	E	Y	6

Media Law	JO3101	15	E	Y	6
Fashion and Lifestyle Journalism	JO3121				
Micro-Placement*	CO3000	15	E	Y	6
Industry Project*	CO3100	15	E	Y	6

c. BA Communication, PR and Advertising

You will take one core 45-credit module, which is not compensatable, and four core 15-credit modules, for a subtotal of 105 credits. The remaining 15 credits you take from a list of electives.

Please note that all students must take CO2000 Micro-Placement (Stage 2) *or* CO3000 Micro-Placement (Stage 3) *or* CO3100 Industry Project (Stage 3) once and only once.

At Stage 3, you complete a Final-Year Project across the year. Through a series of practical/applied methodological workshops and individual supervision meetings, this module requires you to design and complete either a practical communication project (e.g. a PR campaign) with a reflective essay, or an applied research dissertation. You will also take a career-orientated module that helps you profile yourself and your work experience (and learn how to set yourself up as a freelancer if you choose) in the best light in order to succeed professionally. You will also take a practical module in which you deepen your expertise in creating digital advertising, a module in specialist public relations and a module in social media marketing. Your elective allows you to explore another area of contemporary communication and its practice, for example the specialist area of political communication or user experience and data analytics, which helps you better interpret data to refine creative content and better suit your communication audience's needs.

Specifically, you must take the following five modules:

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Final-Year Project	MC3005	45	C	N	6
Freelancing and Entrepreneurialism in CCI	CO3400	15	C	Y	6
Specialist Public Relations	MC3008	15	C	Y	6
Creative Advertising	MC3003	15	C	Y	6
Social Media Marketing	MC3002	15	C	Y	6

Indicative electives (you must take 15 credits from these):**

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Fashion and Lifestyle Journalism	JO3121	15	E	Y	6
Analytics and User Experience (UX)	MC3006	15	E	Y	6
Stardom and Influencer Culture	MC3001	15	E	Y	6

Media Law	JO3101	15	E	Y	6
Micro-Placement*	CO3000	15	E	Y	6
Industry Project*	CO3100	15	E	Y	6

* Please note that all students must take CO2000 Micro-Placement (Stage 2) or CO3000 Micro-Placement (Stage 3) or CO3100 Industry Project (Stage 3) **once and only once**.

**Please note that this is an indicative list. These modules are subject to change depending on staff availability, student demand and some are offered on a biennial basis. There is no guarantee that every elective module listed above will run. Students should consult the full list of options during the annual online module registration period.

TO WHAT KIND OF CAREER MIGHT I GO ON?

Possible career pathways include:

- Digital content creator
- Video editor
- Digital content manager
- Public relations
- Communications manager
- Content marketer
- Media producer
- Production coordinator
- Social media manager
- Communications officer
- Marketing and advertising
- Social and digital media manager
- Events planning
- Writing and publishing roles
- Human resources
- Broadcast and news media
- Market researcher
- Research (incl. think tanks, NGOs, government)
- Data Analysis
- User Experience (UX) researcher
- Politics, community organising, fundraising
- Sales roles

If you would like more information on the Careers support available at City, please go to:
<https://www.city.ac.uk/careers/your-career>

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

As an Undergraduate student you can undertake an optional period of study abroad whilst completing the programme. This is possible through the SCC Exchange Programme, a year of study at one of our European and/or international partner universities via a sandwich year, which is undertaken between completing Programme Stage 2 and entering Programme Stage 3, extending the degree to four years.

The resulting degree title awarded would be: BA Media and Communications (or BA Media Production or BA Communication, PR and Advertising) with Study Abroad.

Participation in the SCC Exchange Programme is through an application process. Placements in the SCC Exchange Programme is subject to availability and may be competitive (i.e. require a certain mark in Stage 1 of study); there is no guarantee of participation on the Exchange Programme nor any guarantee of placement with any particular destination university. You are encouraged to investigate the opportunities available to you within your Department in your first year at City.

The SCC Exchange Programme is a sandwich year. This means that it does not replace any aspect of your City undergraduate programme. It is *not* credit bearing. You will receive a transcript of your results (including credits achieved) from your host university, but these results are not imported into your City programme nor your final degree classification. Your time at the host university will be accounted for on your City transcript as a single module that has a Pass/Fail outcome.

Information and support for this programme is provided by the SCC Exchanges Team (scc-exchanges@city.ac.uk).

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

As an Undergraduate student you can undertake a one-year work placement whilst completing the programme. This is possible through joining the Integrated Professional Training Programme, which is a sandwich year that is taken between completing Programme Stage 2 and entering Programme Stage 3, extending the degree to four years.

The resulting degree title awarded would be: BA Media and Communications (or BA Media Production or BA Communication, PR and Advertising) with Integrated Professional Training.

In identifying relevant placement opportunities you should consider your long-term plans for employment; whether the work placement proposed is relevant to final-year modules; whether it might provide experience on which a project could be based.

Information and support for this programme is provided by the SCC Placements Team (scc-placements@city.ac.uk).

- 1) You should discuss your plans with the relevant Department Placement Officer at the earliest opportunity, preferably during the autumn term of your second year.
- 2) The work placement must extend over a minimum of 9 months and a maximum of 12 months (including holidays allowed by the employing body). The Placement should normally run between the 1st September and the 31st August in the following year.
- 3) The placement must be approved by City as providing suitable supervision and training.
- 4) Participant students are required to pay an administrative charge to cover the School's costs associated with the work placement. This will be in the form of a reduced tuition fee for the placement year, which will cover continued enrolment with City and access to all of its facilities.

5) Placements are *not* guaranteed. There is no guarantee of participation on the Placement programme nor any guarantee of a placement with any particular company or organisation. The primary agent for sourcing a placement is the student (with the support of Careers and the School placements team).

WILL I GET ANY PROFESSIONAL RECOGNITION?

N/A

HOW DO I ENTER THE PROGRAMME?

Three decent grades at A levels (e.g. BBC) or BTEC (e.g. DMM) would normally be expected. A range of equivalent qualifications will also be accepted, including the European Baccalaureate, the International Baccalaureate, the Irish Leaving Certificate and the Scottish Certificate of Higher Education.

For students whose first language is not English, an overall average score of 6.5 in the English Language Testing System (IELTS) is required, with a minimum of 6.0 in each element.

RPL/RPEL will be considered for applicants with a minimum of one module and a maximum of 120 credits (direct entry to Year 2). Students who wish to gain direct entry onto Year 2 of the degree must be able to demonstrate that they have passed Year 1 of an equivalent programme at another institution. The weighting of the degree classification will be 1:2 for Programme Stages 2 and 3.

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Information is provided subject to Terms and Conditions for study at City, University of London.