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**Programme Specification**

**Title of Course: BA (Hons) Media & Communication**

**Date Specification Produced: October 2012**

**Date Specification Last Revised: July 2023**

This Programme Specification is designed for prospective students, current students, academic staff, and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the provided learning opportunities. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each module can be found in the Course Handbook on Canvas and in individual Module Descriptors.

**SECTION 1: GENERAL INFORMATION**

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| **Title:** | BA (Hons) Media & Communication |
| **Awarding Institution:** | Kingston University |
| **Teaching Institution:** | Kingston University |
| **Location:** | Penrhyn Road |
| **Programme Accredited by:** | n/a |

**SECTION2: THE PROGRAMME**

1. **Programme Introduction**

Media and Communication (BA) Hons, equips you with the creative and critical skills needed to handle life in a networked media world. We will give you the expertise to produce dynamic content and communications and make sense of changing times, from identities on social media to global challenges such as AI, fake news, political division, sustainability and climate change. The course will enable you to thrive in modern media environments and empower you with an advanced understanding of where social and technological change will take us in the future. Upon your graduation you will possess a portfolio of exciting and innovative audio, visual and digital outputs to launch your career.

Our Media and Communication degree course aims to develop your practical, analytic and communication skills to meet the challenges of a changing world. As media environments continue to develop and grow at a rapid pace, advanced level of digital literacy is highly-valued and sought after in various industries. Our course is designed to promote the graduate attributes of creative problem-solving, digital competency, enterprise, questioning mindset, adaptability, empathy, collaboration, resilience, and self-awareness.

Throughout your BA programme, you will engage with current issues and emerging trends in digital media and communication to develop a portfolio of creative and disruptive output informed by ethical practice and sustainable development goals relevant to diverse, multicultural, and global networked contexts.

These skillsets will advance your career in the media and communication industries, and in the cognate fields of the content and data industries. The programme will enable you to develop knowledge and confidence in navigating networked media environments in a professional real-world context. By engaging with evidence-based reflection and creative design thinking, you will use your versatile skillsets proactively for innovation and enterprise to lead and influence in the media and content industries.

Students who take this course will be able to:

* Critically engage with issues and debates in the media and communication industries in a digitally networked world.
* Develop a versatile portfolio of creative media works to advance their career in the media and content industries.
* Think creatively with and through media technologies, practices, and cultures to contribute to key sustainable development goals.
* Gain real world experience in digitally networked settings through work placements in media organisations and through active engagement with community-based and/ or globally networked learning opportunities.

The subject area of media and communication is characterised by diversity of emphasis due to its wide-ranging scope and impact. In this degree course, the curriculum is organised around four interlinked and aligned strands covering:

1. Critical analysis of current and emerging debates in networked media environments
2. Media production and content creation
3. Self-managed research-based practice and practice-based research in media and communication
4. Professional and responsible experiences of practice in the media and communication industries.

These four strands are introduced through scaffolded instructional learning in level 4 and level 5 to build core skills, knowledge, and attributes for successful undergraduate study in the discipline. Each strand is aligned with the principles of the inclusive curriculum, and encourages diverse ways of learning, reciprocity, and cooperation.

Knowledge, skills, and attributes gained through core modules are complemented by a versatile list of strands and training pathways. The latter are specialisms embedded in core modules at levels 4, 5, and 6; and designed into the curriculum via option modules at levels 5 and 6.

The Personal Tutor Scheme and employability-focused modules will empower you throughout your degree course to make informed choices regarding what strands to take and which pathways are pertinent to advancing your career in the media and content industries. A portfolio of media works will enable you to build the unique profile and brand that best reflects how you envisage yourself to become a creative media practitioner.

Modules in Media and Communication are delivered by active researchers, media practitioners, guest speakers, and content creators. Our new radio suite, and our dedicated TV studio are equipped with industry standard hard and software for the creation and production of individual and collaborative output. Additionally, you can participate in the Digital and Moving Image Workshops at Knights Park and collaborate creatively with your peers in the internationally renowned Kingston School of Art by participating in cross-disciplinary projects and by working as part of a multidisciplinary team of young creatives and practitioners.

1. **Aims of the Programme**

This degree course will offer students the opportunity to:

* Gain in-depth knowledge and understanding of issues and debates in the media and communication industries in a digitally networked world.
* Develop a deeper knowledge and understanding of how networked media environments connect different sectors, disciplines, and activities at local/ global and individual/ collective levels.
* Relate their theoretical understanding of media and communication to production and creative content practice and to realise and develop their creative potential through the development of a portfolio of media works.
* Carry out sustained independent inquiry, drawing upon a range of conceptual and methodological approaches appropriate to the analysis of networked media environments and to the realisation of sustainable development goals relevant to their field of study.
* Develop the key skills and attributes of flexibility, self-awareness, global awareness, creativity, independent thinking, teamwork, respect of different viewpoints, dialogue and positive attitudes that will enhance their personal development and advance their career in the media and content industries.
1. **Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA subject benchmarks for Communication, Media, Film and Cultural Studies (2019) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student.

Nb. While the subject benchmark statement is being revised and forthcoming in 23/24, the current programme specification is informed by the teaching team’s practice and expertise in this subject area.

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| **Programme Learning Outcomes** |
|  | **Knowledge and Understanding****On completion of the course students will be able to:** |  | **Intellectual skills** **On completion of the course students will be able to:** |  | **Subject Practical skills** **On completion of the course students will be able to:** |
| A1 | Demonstrate in depth knowledge and understanding of issues and debates in the media and communication industries in a digitally networked world. | B1 | Analyse issues and debates pertinent to networked media environments and challenge unsustainable practices in their field | C1 | Deploy appropriate skills on text, image, sound, and data, to think holistically in terms of media environments and communication systems |
| A2 | Apply a variety of methods of analysis applicable to media and cultural forms and products | B2 | Apply abstract thinking and concept building to both factual situations and practical media | C2 | Exhibit their work – both practical and theoretical – publicly while building a portfolio of media works |
| A3 | Demonstrate in depth knowledge and understanding of a range of theoretical perspectives appropriate to the critical analysis and evaluation of networked media environments | B3 | Synthesise information and use primary and secondary sources to think holistically to identify and evaluate networked practices of sociability and interaction  | C3 | Apply a range of practical competencies through engagement in at least one production practice  |
| A4 | Demonstrate in depth knowledge and understanding of the ways in which networked societies and digital technologies have evolved, and how they organise understandings, meanings and affects at local and global levels | B4 | Reason, formulate and test hypotheses systematically and reach conclusions | C4 | Build leadership and teamwork skills for sustainable development in a digitally networked world |
| A5 | Successfully integrate personal awareness and implementation of sustainable development goals into their production practice | B5 | Reflect critically on daily lifestyle choices and current approaches to media consumption and production in structuring their own academic and professional practice | C5 | Make appropriate use of graduate attributes to promote mindful and socially responsible industry practices |

In addition to the programme learning outcomes identified overleaf, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:

1. Creative Problem Solving

2. Digital Competency

3. Enterprise

4. Questioning Mindset

5. Adaptability

6. Empathy

7. Collaboration

8. Resilience

9. Self-Awareness

1. **Entry Requirements**

The minimum entry qualifications for the programme are:

* Single honours points: 112
* Joint honours points: 112–128 depending on combination

Units: to include two A-levels or equivalent

Subjects:

* A-level: Media Studies not required but must be passed at grade C or above if taken. General Studies / Native Language accepted when one of three A-levels or equivalent
* Plus GCSE: English score 9-4 required; Maths score 9-4 required for some combinations. Key Skills Level 2/3 may be used in lieu of poor GCSEs, depending on combination.

A minimum IELTS score of 6.5 or equivalent is required for those for whom English is not their first language.

1. **Programme Structure**

This programme is offered in full-time, full-time including Foundation year, part-time and sandwich modes, and leads to the award of BA Media and Communication. Entry is normally at level 4 with A-level or equivalent qualifications (See section D). Transfer from a similar programme is possible at level 5 with passes in comparable level 4 modules – but is at the discretion of the Director of Studies. Intake is normally in September.

**E1. Professional and Statutory Regulatory Bodies**

N/A

**E2. Work-based learning, including sandwich programmes**

Work placements are actively encouraged. While it is the responsibility of individual students to source and secure such placements, support for finding suitable work experience is given both by the course team and the Faculty’s dedicated placement officer. This opportunity to work within a media organisation allows students to reflect upon their own personal experience of working in an applied setting, focus on aspects of this experience that they can clearly relate to theoretical concepts, evaluate the relationship between theory and practice, and to contribute to sustainable development goals pertinent to their field.

The degree course prepares students to understand the diverse and versatile opportunities for employment through active, community-based, and/ or globally networked learning tasks. Using professional-standard hardware and software, students will keep up to date with current practices in their field. The curriculum content encourages students to engage with case-study analysis, scenario-based questions, design thinking, problem-solving, and inquiry-based learning to investigate concrete and emerging issues and challenges in the media and content industries. Engagement with live client briefs and the gradual development of a portfolio of original media works will prepare students for work experience in the field.

This degree is also available with a sandwich option. Students selecting this route will be supported by the placements officer in finding a suitable work placement.

**E3. Outline Programme Structure**

Each level is made up of four modules each worth 30 credit points. Typically, a student must complete 120 credits at each level. Full details of each module will be provided in module descriptors and student module guides on Canvas.

A comprehensive list of strands and training pathways embedded in core modules will be carefully constructed and revised to ensure that the course curriculum is coherent and current. Option modules offered at levels 5 and 6 have been selected to allow students to pursue specialist interests in content creation, identity politics, media management, or TV production. All specialist options summatively assess the same learning outcomes.

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| **Level 4** (all core) |
| **Compulsory modules** | **Module code** | **Credit** **Value** | **Level**  | **Teaching Block** |
| Content creation and social news | MD4006 | 30 | 4 | TB1 & TB2 |
| Media@Work | MD4002 | 30 | 4 | TB1 & TB2 |
| #NetworkedMediaLives | MD4007 | 30 | 4 | TB1 & TB2 |
| Digital Media Foundations | MD4004 | 30 | 4 | TB1 & TB2 |

This course permits progression from Level 4 to Level 5 with 90 credits at Level 4 or above. The outstanding 30 credits from Level 4 can be trailed into Level 5 and must be passed before progression to Level 6.

Students exiting the programme at this point who have successfully completed 120 credits are eligible for the award of Certificate of Higher Education in Media & Communication.

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| **Level 5** (at least 60 credits = core) |
| **Compulsory modules** | **Module code** | **Credit** **Value** | **Level**  | **Teaching Block** |
| Researching Media: Key Theories and Methods | MD5010 | 30 | 5 | TB1 & TB2 |
| Digital Media Practices | MD5011 | 30 | 5 | TB1 & TB2 |
| **Option modules** |
| Identity & Difference | MD5005 | 30 | 5 | TB1 & TB2 |
| Digital Storytelling | MD5008 | 30 | 5 | TB1 &TB2 |
| Introduction to Screenwriting | CW5004 | 30 | 5 | TB1&TB2 |
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Full field students must take MD5010, MD5011 and 2 options

This course permits progression from Level 5 to Level 6 with 90 credits at Level 5 or above. The outstanding 30 credits from Level 5 can be trailed into Level 6 and must be passed before consideration for an award or progression to Level 7 (if appropriate).

Students exiting the programme at this point who have successfully completed 120 credits are eligible for the award of Diploma of Higher Education in Media & Communication.

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| **Level 6** (at least 60 credits = core) |
| **Compulsory modules** | **Module code** | **Credit** **Value** | **Level**  | **Teaching Block** |
| Issues in contemporary media environments | MD6019 | 30 | 6 | TB1 & TB2 |
| Media Research Project\* | MD6002 | 30 | 6 | TB1 & TB2 |
| Working in the Media | MD6018 | 30 | 6 | TB1 &TB2 |

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| **Option modules** |
| Special Study Art/Media Management & Production | MD6016 | 30 | 6 | TB1 & TB2 |
| TV Production | MD6017 | 30 | 6 | TB1 & TB2 |
| Box Set TV: Writing Television Drama | CW6008 | 30 | 6 | TB1 & TB2  |
| \* Capstone module.Full field students must take MD6002, MD6018, MD6019 and 1 optionLevel 6 requires the completion of the compulsory modules and 1 optional module. |

1. **Principles of Teaching Learning and Assessment**

The Media and Communication degree course has been designed to take account of the KU Curriculum Design Principles. It uses a wide range of teaching and learning methods that will enable all students to be actively engaged throughout the course. Teaching and learning methods are carefully crafted to suit the content and the learning outcomes of the module.

Progression through the programme is built into the organisation of the curriculum. Students will develop knowledge and understanding of current and emerging debates pertinent to networked media environments in L4 core module (*Networked Media Lives*) and in L5 core module (*Researching Media: Key Theories & Methods*).

Media production and content creation skills will enable students to develop a portfolio of media works from small individual and collective projects in L4 (*Digital media Foundations,* and *Content Creation & Social News: Analysis & Practice*) and expand on their knowledge, understanding and skills in L5 *Digital Media Practices*. The curriculum prepares students to undertake more ambitious projects and produce self-managed output appropriate to their level of study.

Students are encouraged to embrace key sustainability goals in their research and practice, while engaging with the Navigate programme in level 4 to plan their personal development through reflection on skills diagnostic and to deploy graduate attributes to explore current and emerging challenges in the context of networked media environments through active learning and design thinking methodologies. Employability-focused modules in Level 5 will enable students to evaluate and reflect critically on their progress and goals while exploring issues and challenges in a wider context, beyond their field of study. At level 6, students will proactively set goals and take action relating to their development and future plans while exploring complex challenges beyond academic setting, and prepare students to gain practical experience in the networked workplace and in a wide range of media professions in line with Kingston University’s Graduate Attributes and the Future Skills agenda.

The level 4 curriculum has been planned to support students in making the transition to higher education learning. Skills required for successful study are built into the seminar activities and assessment tasks for these modules so that students can develop their skills and knowledge in an incremental and progressive way into a coherent academic portfolio.

The Personal Tutor Scheme is embedded in three core modules at levels 4, 5, and 6. MD4002 *Media@Work*, will introduce students to design thinking and Future Skills through engagement with Navigate. MD5011 *Digital Media Practices* will introduce students to Future Skills through an exploratory approach to multimodal digital art, while the professional practice module MD6018 *Working in the Media* will strengthen the students’ skillsets through engagement with applied media practice in professional contexts. Across all levels, students will work closely with their allocated personal tutor to review and reflect on their progress on their academic portfolio and discuss their personal development plan.

At final year, students will take three core modules. MD6019: *Issues in Contemporary Media Environments* focuses on current questions and challenges in the media and content industries. The module provides different strands and training pathways to choose from. In MD6002: *Media Research Project* students will complete a final year project showcasing all the knowledge and understanding they have developed in the three years of their degree. Students will present their work-in- progress in an undergraduate conference at the beginning of the second teaching block. This event is project-managed by students. In their final major project, students can either produce a traditional 8-10,000-word dissertation, around a media product, design or produce a practical or creative output, or project-manage a workplace project responding to a client brief. When choosing the latter capstone pathway, students are responsible for obtaining the placement and/ or networking with a client of their choice. Practical production modules in Media and Communication are also made available as options to students.

A range of inclusive assessment methods is used to support student learning and to enable them to demonstrate knowledge, skills and attributes demanded of each module. Assessment methods include industry relevant as well as academic text-based output (including the standard critical essay, position papers and reports), multimodal output (including audio and video essays, picture book or photo essay), individual and group presentations, and blogs. Students are offered a choice between different assessments and output formats and encouraged to make informed choices between different types of assessment to diversify their academic portfolio and to address any skill gaps identified in their PDP. The assessment regime for each module has been designed to provide formative opportunities for feedforward and prompt feedback, appropriate allocation of time on tasks, instructional scaffolding, and the respect of diverse ways intellectual development in line with the principles of inclusive learning. Care has also been taken to avoid assessment bunching and to take into consideration the special needs of commuter students or students with caring responsibilities. Each assessment includes a a brief with detailed instruction at the start, to ensure that students understand what is expected and how their work will be assessed. Feedback on student progress takes the form of:

* Feedback on formative assessment to help prepare students for the formal submissions. This may take the form of written feedback with action points for at least one formative assessment per module; peer review; verbal feedback following presentations.
* Summative assessments are accompanied with rubric-based feedback reports matching the student achievement and areas for further improvement against set marking criteria.
* Timetabled sessions with Personal Tutors at various points in the academic year.
* Embedded PT scheme across all levels in the curriculum.
* Regular staff office hours.

Skills relevant to student employability are developed across a range of modules at all levels and in designated modules aimed at introducing students to Future Skills through engagement with Navigate. Teamwork skills aimed at building leadership and collaborative skills for sustainable development in the media and content industries are developed in the first year by the group project in *Digital Media Foundations* and in *Content Creation & Social News*; and at subsequent levels in such modules as *Digital-media Production and Media Research Project*.

Students will develop a sophisticated understanding of relevant and industry-level software through *Digital Media Foundations, Digital Media Practices,* and the opportunity to develop a major production project in their final year capstone *Media Research Project* module. Assessed and non-assessed presentations in Level 4 and 5 help the students to develop their oral communication skills, culminating in the public presentations students must make in their final year capstone module. Text-based and multimodal essays and reports – of greater length and sophistication from level to level – foster the development of students’ written communication skills as does *#NetworkedMediaLives*. Students are also made aware of the industrial landscape of the media and content industries through *Media@Work* utilising, in part, guest speakers from the industry and alumni as examples.

Opportunities to engage with live briefs, working with industry clients, community-based-learning and globally networked learning will enable students to engage with multiple viewpoints, and real-world practical situations.

Level 6 in *Working in the Media* includes a work-based learning element, and the *Media Research Project* module provides the opportunity for research and client-based projects. In addition, this core module is also designed with a strong employability focus and aims to build students’ professional practice and personal development. This will partly be achieved through the organisation of the project-managed undergraduate media symposium where students will have the opportunity to present their work in progress and work closely with the Careers and Employability Service to form and manage teams including Design Planning, Logistics Planning, Marketing Planning and Management Planning. The symposium and the independent research project will help students build some of the top skills for their career lives, including critical thinking, creativity, problem-solving, decision-making, people management, negotiation and coordinating with others.

The formal curriculum is enriched by regular guest lectures and workshops with media practitioners, content creators and professionals which feed into modules at all three levels. In addition, the team run a series of research workshops designed to support and extend students’ own practice in research design, methods, and presentation at levels 5 and 6.

1. **Support for Students and their Learning**

Students are supported by:

* A Module Leader for each module
* A Course Leader to help students understand the programme structure, ensure a coherent learning experience, and oversee course organisation and management
* Personal Tutors to provide academic and personal support and to deliver key aspects of Future Skills in designated modules.
* A placements officer to give general advice on placements.
* Technical support to advise students on IT and the use of software
* A designated Course Administrator
* An induction week at the beginning of each new academic session
* Student Voice Committee
* VLE/Canvas – a versatile online interactive intranet and learning environment accessible both on and off-site
* LinkedIn Learning – an online platform offering self-paced software tutorials
* A substantial Academic Success Centre that provides academic skills support for both UG and PG students
* Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
* A Student Achievement Officer who provides pastoral support
* Support for students with disabilities
* The Union of Kingston Students
* Careers and Employability Services team who will provide support for students prior to undertaking work placement(s)
* Faculty-aligned Careers Advisers who run workshops, weekly drop-ins and 1:1 appointments
1. **Ensuring and Enhancing the Quality of the Course**

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

* External Examiners
* School Education Committees
* Annual Monitoring and Enhancement
* KCEP+
* Student evaluation including Module Evaluation Questionnaires (MEQs), Level Surveys and the NSS
* Moderation policies
* Feedback from employers
1. **Employability Statement**

The curriculum has been designed to build employability skills at each level. In the first year, students are introduced to teamwork and build self-awareness about their skills and aptitudes via Future Skills. In the second year, assessments encourage and develop students’ skills of creative thinking and problem solving, while work within Media Production and content creation further builds and enhances their skills and experience of teamwork, negotiation, and project design. In the final year, students test out their skills of project design and management, event planning and organisation. At each stage students are encouraged to identify and reflect on their skills with the support of their personal tutors and to record their achievements in their own personal e-portfolio. Links with industry and professional practitioners are forged through the series of guest talks and presentations. Students benefit from a coordinated range of activities organised by the faculty’s employability coordinator and the Careers and Employability team.

Graduates of the BA Media and Communication have a strong track-record of successful completion of internships and of securing long-term contracts within a wide range of the media and content industries. Thanks to their flexibility, resilience, independence, creativity, and their skillsets in multimodal formats of practical output, our students pursued successful careers in media production, content creation, PR, event-organisation, and marketing at international and national level as well as in local and regional SMEs. Students who have undertaken work experience, either alongside, or as part of their studies in work-based modules often secure posts directly, or through networked contacts. Each year some of our graduates go on to post-graduate training as part of the GTTR scheme at both Primary and Secondary level. Graduates are also well placed to take up further study both within the disciplines of media and communication and the applied cognate areas of marketing, promotion, psychoanalysis, international relations, social media marketing and communications. Some of our students have developed their final major projects in Level 6 into a business brand or to launch their own start-up companies.

1. **Approved Variants from the Undergraduate Regulations**

Not applicable

1. **Other sources of information that you may wish to consult**

See subject benchmark  for  Communication, Media, Film and Cultural Studies

<https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4>

Unistats website

<https://unistats.ac.uk/>

Course page on the Kingston University website

<https://www.kingston.ac.uk/undergraduate/courses/media-communication/>

**Development of Programme Learning Outcomes in Modules**

This map identifies where the course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

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|  |  |  | Level 4 |  | Level 5 |  | Level 6 |
|  | **Module Code** |  | MD4007 | **MD4002** | MD4006 | MD4004 |  | MD5010 | **MD5011** | MD5005 | MD5008 | CW5004 |  | MD6019 | MD6002 | **MD6018** | MD6015 | MD6017 | CW6008 |
| **PROGRAMME LEARNING OUTCOMES****Programme Learning Outcomes** | **Knowledge & understanding** | A1 | S |  |  |  |  | S |  |  |  |  |  | S |  |  |  |  |  |
| A2 |  |  | S |  |  | S |  |  |  |  | S |  |  |  |  |
| A3 | S |  |  |  | S |  |  |  |  | S |  |  |  |  |  |
| A4 | S |  |  |  | S |  |  |  |  | S |  |  |  |  |  |
| A5 |  |  |  | S |  | S |  |  |  |  | S |  |  |  |  |
| **Intellectual Skills** | B1 |  | S |  |  | S |  |  |  |  |  |  | S |  |  |  |
| B2 |  |  | S |  |  |  | S | S | S |  |  |  | S | S | S |
| B3 | S |  |  |  |  | S |  |  |  |  | S |  |  |  |  |
| B4 |  |  | S |  | S |  |  |  |  |  | S |  |  |  |  |
| B5 |  | S |  |  |  |  | S | S | S | S |  |  |  |  |  |
| **Practical Skills** | C1 | S |  |  |  | S |  |  |  |  |  |  | S |  |  |  |
| C2 |  |  |  | S |  |  | S | S | S |  |  | S |  |  |  |
| C3 |  |  |  | S |  | S |  |  |  |  |  |  | S | S | S |
|  | C4 |  |  |  | S |  |  |  | S |  | S |  |  |  |  |  |
|  | C5 |  | S |  |  |  | S |  |  |  |  | S |  |  | S |  |

**Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.**

**Technical Annex**

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| **Final Award(s):** | BA (Hons) Media & Communication |
| **Intermediate Award(s):** | Cert HE, DipHE, Ordinary degree |
| **Minimum period of registration:** | 3 years full-time, 4 years full-time including Foundation year, 4 years sandwich, 6 years part-time |
| **Maximum period of registration:** | 6 years full-time, 7 years full-time including Foundation year, 8 years sandwich, 12 years part-time |
| **FHEQ Level for the Final Award:** | Honours |
| **QAA Subject Benchmark:** | QAA subject benchmarks for Communication, Media, Film and Cultural Studies |
| **Modes of Delivery:** | Full-time, full-time including Foundation year, Part-time and Sandwich |
| **Language of Delivery:** | English |
| **Faculty:** | Kingston School of Art |
| **School:** | Creative and Cultural Industries |
| **Department:** | Journalism, Publishing and Media |
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| **UCAS Code:** | P300 (full-time)P900 (full-time including Foundation year) |
| **Course/Route Code:** | UFMCO1MCO01 (full-time)UFMCO1MCO55 (full-time including Foundation year)UPMCO1MCO01 (part-time) |
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