

Template C4



Programme Specification

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

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Version number	4
Faculty	Kingston School of Art
School	School of Creative and Cultural Industries
Department	Department of Journalism, Publishing and Media
Delivery Institution	

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 learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s): <i>Up to 10 pathways</i>	BA (Hons) Media & Communication
Intermediate Awards(s) and Title(s): <i>There are 4 Intermediate awards for each pathway</i>	Certificate in Higher Education in Media & Communication Diploma in Higher Education in Media & Communication
Course Code <i>For each pathway and mode of delivery</i>	UPMCO1MCO01 UFMCO1MCO01
UCAS code <i>For each pathway</i>	P300

RQF Level for the Final Award:	
Awarding Institution:	Kingston University
Teaching Institution:	
Location:	Penrhyn Road
Language of Delivery:	English
Modes of Delivery:	Part-time Full-time With Professional Placement
Available as:	Full field
Minimum period of registration:	Part-time - 6 Full-time - 3 With Professional Placement - 4
Maximum period of registration:	Part-time - 12 Full-time - 6 With Professional Placement - 6
Entry Requirements:	<p>The minimum entry qualifications for the programme are:</p> <ul style="list-style-type: none"> • Single honours points: 112 • Joint honours points: 112–128 depending on combination <p>Units: to include two A-levels or equivalent</p> <p>Subjects:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> 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. <p>A minimum IELTS score of 6.5 or equivalent is required for those for whom English is not their first language.</p>
Programme Accredited by:	N/A
QAA Subject Benchmark Statements:	QAA subject benchmarks for Communication, Media, Film and Cultural Studies
Approved Variants:	N/A
Is this Higher or Degree Apprenticeship course?	

For Higher or Degree Apprenticeship proposals only

Higher or Degree Apprenticeship standard:	N/A
Recruitment, Selection and Admission process:	See entry requirements
End Point Assessment Organisation(s):	N/A

SECTION 2: THE COURSE

A. Aims of the Course

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.

B. 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.

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the ['Sector Recognised Standards in England'](#) (OFS 2022).

Programme Learning Outcomes					
	Knowledge and Understanding		Intellectual Skills		Subject Practical Skills
	On completion of the course students will be able to:		On completion of the course students will be able to		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, 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

C. 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.

BA (Hons) Media & Communication

Level 4							
BA (Hons) Media & Communication							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
#NetworkedMediaLives	MD4007	30	4	TB1 & TB2	None	1	2
Content creation and social news	MD4006	30	4	TB1 & TB2	None	1	2
Digital Media Foundations	MD4004	30	4	TB1 & TB2	None	1	2
Media@Work	MD4002	30	4	TB1 & TB2	None	1	2
Optional Modules							

Progression to Level 5

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.

Level 5							
BA (Hons) Media & Communication							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Digital Media Practices	MD5011	30	5	TB1 & TB2	None	1	2
Researching Media: Key theories and methods	MD5010	30	5	TB1 & TB2	None	1	2
Screenwriting	CW5004	30	5	TY13		2	3
Optional Modules							
Digital Storytelling	MD5008	30	5	TB1 & TB2	None	1	2
Identity and Difference	MD5005	30	5	TB1 & TB2	None	1	2

Progression to Level 6

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.

Level 6							
BA (Hons) Media & Communication							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Issues in contemporary media environments	MD6019	30	6	TB1 & TB2	None	1	2
Media Research Project	MD6002	30	6	TB1 & TB2	None	1	2
Working in the Media	MD6018	30	6	TB1 & TB2	None	1	2
Optional Modules							
Box Set Drama: Writing For Television	CW6008	30	6	TB1 & TB2	None	1	2
Special Study Art Media	MD6016	30	6	TB1 & TB2	None	1	2

Management and Production							
Television Production	MD6017	30	6	TB1 & TB2	None	1	2

Level 6 requires the completion of

Full field students must take MD6002, MD6018, MD6019 and 1 option

Level 6 requires the completion of the compulsory modules and 1 optional module.

D. 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 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.

E. 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

F. 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

G. Employability and work-based learning

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.

Work-based learning, including sandwich courses and higher or degree apprenticeships

None

H. 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/>

I. Development of Course Learning Outcomes in Modules

This table maps where 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.

Module Code	Level 4				Level 5				Level 6						
	MD4002	MD4004	MD4006	MD4007	MD5010	MD5011	MD5005	MD5008	CW5004	MD6016	MD6017	MD6002	MD6019	MD6018	CW6008
Knowledge & Understanding	A1			S	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	

	B 2			S				S	S		S	S				S
	B 3				S		S						S			
	B 4			S		S							S			
	B 5	S						S	S					S		
Practical Skills	C 1				S	S									S	
	C 2		S					S	S						S	
	C 3		S				S				S	S				S
	C 4		S						S					S		
	C 5	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.