Template C4

Programme Specification

Title of Course: *BA (Hons) Media Content & Communications*

Date first produced	04/09/2023
Date last revised	09/05/2025
Date of implementation of current version	01/09/2025
Version number	9
Faculty	Kingston School of Art
Cross-disciplinary	
School	School of Creative and Cultural Industries
Department	Department of Journalism, Publishing and Media
Delivery Institution	Kingston University

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):	BA (Hons) Media Content & Communications
Exit Award(s) and Title(s):	CertHE DipHE Ordinary Degree
Course Code *For each pathway and mode of delivery*	UFMCO1MCO01
UCAS code *For each pathway*	P300

Award(s) and Title(s):	BA (Hons) Media Content & Communications with Professional Placement
Exit Award(s) and Title(s):	CertHE DipHE Ordinary degree
Course Code *For each pathway and mode of delivery*	
UCAS code *For each pathway*	

Awarding Institution:	Kingston University
Teaching Institution:	Kingston University
Location:	Penrhyn Road
Language of Delivery:	English
Delivery mode:	Primarily campus based (up to 20% of scheduled L&T hours delivered online)
Learning mode(s):	Full-time With professional placement
Minimum period of registration:	Full-time - 3 With professional placement - 4
Maximum period of registration:	Full-time - 6 With professional placement - 7
Entry requirements	Kingston University typically uses a range of entry requirements to assess an applicant's suitability for our courses. Most course requirements are based on UCAS Tariff points, usually stipulated as a

	range, and are sometimes coupled with minimum grades in specific relevant subjects. We may also use interview, portfolio and performance pieces to assess an applicant's suitability for the course. We recognise that every person's journey to Higher Education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study. Additionally, all non-UK applicants must meet our English language requirements. Please see our course pages on the Kingston University website for the most up to date entry requirements
Regulated by	The University and its courses are regulated by the Office for Students.
Programme Accredited by:	N/A
Approved Variants:	N/A
Is this Higher or Degree Apprenticeship course?	No

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, journalism and communications industries
- Grow an informed and critical awareness of the forces and dynamics (social, cultural, political, economic and technological) shaping the working environments of content creators, journalists and communications professionals today
- Build up production, writing and content creation skills across digital and other platforms and realise creative potential through the development of a portfolio of media outputs.
- Develop skills in research, critical analysis and communication
- Carry out sustained independent work, drawing upon a range of conceptual and methodological approaches
- Take a creative and self-reflective approach to their individual and collective practice as media and communications professionals
- Acquire personal and transferable skills that will enhance their readiness for graduate employment and advance their career in the media, journalism and communications industries.

B. Programme Learning Outcomes

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

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 current and future developments in the production and consumption of different forms of media communications and apply that knowledge to their own practice	C1	Communicate a story in a variety of formats for a range of different platforms.
A2	Show critical understanding of the forces and dynamics shaping the working environments of content creators, journalists and communications professionals today.	B2	Show an ability to follow and assess arguments and evaluate and apply theories and interpretative frameworks for the study of media	C2	Apply skills in media and communications practice to cross-media forms of writing and production for different audiences.
A3	Explain the ways in which current developments in media and communications can be understood in relation to technological and other changes.	B3	Identify the demands of different audiences and readerships	C3	Demonstrate digital skills in stills photography, video, audio, interactive and online media production at a level suitable to working as a professional in the digital and media sector.
A4	Display an understanding of the audio, visual and verbal conventions that content creators and communications professionals need to master.	B4	Demonstrate critical, creative and analytical thinking through the execution of research exercises, projects, and practice-based work to interrogate communication,	C4	Revise their work and that of others to a professional standard through the processes of drafting, editing and rewriting.

			media and journalism processes and practices.ns		
A5	Employ approaches and methodologies for analysing and interpreting media texts in relation to diverse professional contexts and audiences.	B5	Reflect on and evaluate their own development and research through independent work	C5	Research, interview and use a variety of primary and secondary sources to produce a range of communications, journalistic articles and media outputs
				C6	Make appropriate use of graduate attributes to promote mindful and socially responsible industry practices

C. Future Skills Graduate Attributes

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills 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

D. 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 Content & Communications

Level 4							
BA (Hons) Media Content & Communications							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Digital Media Foundations	MD4004	30	4	Year Long		1	
Media@Work	MD4002	30	4	TB1 & TB2	None	1	2
Thinking about Media	CT4000	30	4	Year Long		1	1
Working with Words	CT4001	30	4	Year Long		1	1

Exit Awards at Level 4

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

Level 5							
BA (Hons) Media Content & Communications							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Audio and Video Storytelling	CT5000	30	5	Year Long		2	2
Media Brands, Content Creation and Production	JO5012	30	5	Year Long		2	2
Practical Communications 1	CT5001	30	5	Year long		2	2
Researching Media: Key theories and methods	MD5010	30	5	TB1 & TB2	None	1	2

Exit Awards at Level 5

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

Level 6							
BA (Hons) Media Content & Communications							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Final Year Independent Project	CT6000	30	6	Year Long		3	
Future Skills Apply	AX6001	15	6	TB1		3	
Issues in Contemporary Media Environments	CT6003	15	6	TB2		3	3
Media Specialism	CT6001	30	6	Year Long		3	
Practical Communications 2	CT6002	30	6	Year Long		3	

Exit Awards at Level 6

Students exiting the programme without completing the full 120 credits but have successfully completed 60 credits at level 6 or above are eligible for the award of an Ordinary Degree.

BA (Hons) Media Content & Communications with Professional Placement

E. Teaching, Learning and Assessment

This course uses a range of teaching and assessment methods which have been designed to support students' learning and achievement of the learning outcomes. The course has been developed with reference to the Kingston University Academic Framework which sets-out core principles relating to Course and Credit Structure (including Module delivery Structure and Pattern, and Learning Hours and Learning Formats); Curriculum Design (inclusion Learning Design Principles and Inclusive Curriculum); and Future Skills.

Teaching and Learning on the course consist of Scheduled Learning and Teaching and Guided Independent Study (self-managed time). Scheduled Learning and Teaching includes the following, and the format for each module is set out in the module specification:
- Lectures
- Seminars
- Tutorials
- Workshops
- Studio sessions

Guidance for students on the use of independent study time is communicated through the 'Succeed in your module' section on the Canvas Virtual Learning Environment and through other communications during the course.

In addition to the core Scheduled Learning and Teaching activities for the course, the University may offer students additional optional opportunities for learning. Examples of these include Study abroad and Work-based learning.

The course will provide students with the opportunity to develop their knowledge and skills relating to at least two United Nations Sustainable Development Goals (UN SDGs). We are committed to empowering students with the knowledge, skills and opportunities to understand and address the UN SDGs: each course is thus also required to prepare students for at least two of the SDGs (not including Quality Education, which all courses must deliver).

F. Support for Students and their Learning

Students are supported through a range of services that provide academic and wider support. These include:

- A Module Leader for each module
- A Course Leader to help students understand the course structure
- Personal Tutors to provide academic and personal support
- Technical support to advise students on IT and the use of software
- A placements officer to give general advice on placements.
- Student Voice Committee – to ensure the views of students are heard
- Canvas – Kingston University's Virtual Learning Environment
- Student support facilities that can provide advice on issues such as finance, regulations, legal matters, accommodation, international student support
- Disabled student support
- The Kingston Students' Union
- Student Development and Graduate Success

G. Ensuring and Enhancing the Quality of the Course

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

- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP)
- Student evaluation including Module Evaluation Questionnaires (MEQs), the National Student Survey (NSS)
- Internal and external moderation of graded assignments

H. External Reference Points

QAA subject benchmarks
Other subject or industry standards

I. Development of Course Learning Outcomes in Modules

This table maps where programme learning outcomes are **summatively** assessed across the **core** 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				
		CT4000	CT4001	MD4002	MD4004	MD5010	JO5012	CT5000	CT5001	CT6000	CT6001	CT6002	CT6003	AX6001
Knowledge & Understanding	A1			S				S				S		
	A2		S			S							S	
	A3			S							S			
	A4	S				S	S							
	A5			S				S						
Intellectual Skills	B1		S				S						S	
	B2											S		
	B3			S				S			S			
	B4	S							S				S	
	B5	S						S			S			
Practical Skills	C1			S			S						S	
	C2	S								S		S		
	C3	S						S					S	
	C4			S			S						S	
	C5			S				S			S			
	C6		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.

Additional Information