

Programme Specification: BA (Hons) Media Communications (Top Up)

About the course		
1	Name of course and highest award	Mass Communications (Single Honours Top Up)
2	Level of highest award (according to FHEQ)	6
3	Possible interim awards	BA (Ordinary)
4	Awarding/validating institution	University of Gloucestershire
5	Teaching institution	University of Gloucestershire
6	Faculty responsible	MAT
7	Mode of study (full-time, part-time, etc)	Full-time, Part time
8	QAA subject benchmark statement(s) where relevant	Communication, Media and Film Studies
9	Recognition by Professional, Statutory or Regulatory Body (PSRB), to include definition of the recognition	Skillset accredited
10	Other external points of reference	(FHEQ)
11	Date of initial validation	June 2012
12	Date(s) of revision	
13	Course aims <ol style="list-style-type: none"> 1. To develop knowledge and critical understanding of media and their many forms; its institutions and practices and its influence 2. To appreciate the relationship between, and relevance of, the practice of media production and the critical and analytical aspects of media theory 3. To produce graduates who are equipped with appropriate skills for employment and lifelong learning 4. To demonstrate ability and confidence to combine theoretical, conceptual and practical skills by achieving creative solutions to problem solving 5. To develop an ability to work both independently and in collaboration with others 	
14	Learning outcomes of the course By the end of the course students will have developed an understanding of/be able to: Knowledge and understanding of <ol style="list-style-type: none"> 1. contemporary media production practice including historical, technical, economic and 	

	<p>cultural influences; (CMFCS 5.4)</p> <p>2. the role of media theory in underpinning practical work; (CMFCS 4.4, 4.5)</p> <p>Intellectual/thinking skills</p> <p>3. apply creative thinking to the production process in terms of planning, budgeting, time management, relevant legislation and teamwork; (CMFCS 5.4, 6.1)</p> <p>4. recognise the role of research in underpinning the formulation and synthesis of ideas; (CMFCS 5.3, 6.1)</p> <p>Subject specific/Practical and professional skill - able to</p> <p>5. work effectively both in a team and independently; (CMFCS 6.1)</p> <p>6. realise creative thought by the application of technical expertise in all aspects of the media production process; (CMFCS 5.5)</p> <p>transferable/key skills - able to</p> <p>7. be aware of professional responsibility in terms of moral, ethical and safety codes of practice; (CMFCS 4.3)</p> <p>8. identify and set personal goals, and work independently, whilst retaining an awareness of the needs, roles and responsibilities of others. (CMFCS 6.1)</p>																																																		
15	<p>Learning and teaching strategy (compulsory modules are shaded)</p> <p>The Media Production Top Up learning and teaching strategy reflects the University's Learning and Teaching Strategy's four key priorities: Independent and Collaborative Learning (MCC327); Learning for Life and Employment (MD6934, MD6403); Learning for the Future (MD6934) and Research/Practice in formed learning and teaching (MCC328, FL307, VCM301). Teaching is delivered in a variety of methods, tutor led, student led and students are encouraged to manage their own learning, apply their learning in real-world contexts, develop adaptability and skills for research. Critical thinking, creativity and employability are key drivers of the Media Production Top Up curriculum.</p>																																																		
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		MD6403			√	√	√	√	√		
		MD6935			√	√	√	√	√		
		MD6201		√		√				√	
		MD6934			√	√	√	√	√		
		VCM301		√		√				√	
		MD6933		√		√				√	
16	Learning and teaching methods										
	Level 6					Scheduled learning and teaching activities				20%	
						Guided independent learning				80%	
						Placement and study abroad				0%	
17	Assessment strategy										
	<p>Knowledge and understanding is assessed via coursework, written assignments, tests, case studies, critically learning reports and individual, group and seminar presentations. Cognitive skills are assessed via coursework, written assignments, simulations and individual, group and seminar presentations.</p> <p>The negotiation of production briefs allows students to demonstrate their proficiency in thinking skills at the highest level. Assessment of subject specific skills is through a range of skills based assignments and project briefs and through the production of narrative and documentary based programmes. A combination of written assignments, learning reports and presentations are also used. Assessment of key skills is via coursework, the submission of learning reports, essays and other written and visual material.</p>										
18	Assessment methods										
	Level 6					Written exams				0%	
	Level 6					Practical exams				0	

	Level 6	Coursework	100%
19	Location(s) of the course's delivery	Standard: delivered by the university at a campus of the University	
20	Admissions requirements	<ul style="list-style-type: none"> • Applicants should possess good grades and have a minimum of two years Higher education level experience such as a UK Foundation Degree or HND, or an international Higher education Diploma from overseas. • Applicants are required to have IELTS 6.0 (with a minimum 6.0 in writing) or equivalent. 	
21	Career and employability opportunities	Researcher, Production manager, Editor.	
22	Management of Quality and Standards		
	<p>Guidance on the University's approach to the management of quality and standards is contained in the Quality Assurance Handbook, Academic Regulations for Taught Provision, Assessment Principles and Procedures, and associated sources of advice. All regulations, policies and procedures are aligned with QAA reference points and, where relevant, those of Professional, Statutory and Regulatory Bodies.</p> <p>Quality assurance is undertaken as close as possible to the point of delivery. There is a route from the module level to courses and through to faculty and University levels so that issues can be addressed and delivery enhanced in the appropriate arena.</p> <p>Externality is guaranteed via external examiner reports which allow the University to make judgements on the quality and standards of its provision. The University also benefits from the input of externals in its approval and review procedures.</p> <p>Students are able to comment on their modules and courses in various ways including module evaluations, course boards and the NSS.</p>		
23	Support for Students and for Student Learning		
	<p>At University level, students are able to access information, advice and guidance on a range of issues as well as contacting most Student Services teams through the campus based Helpzones, either in person, accessing materials and advice via the website or by telephone/e-mail contact see www.glos.ac.uk/helpzones</p> <p>Available support specific to their studies includes Student Employability (Careers advice and guidance and placement related activity), Disability, Dyslexia and Learning Support team and the Student Achievement team (including study skills tutors for academic and numeracy skills). Full details of all Student Services is available at - www.glos.ac.uk/studentsservices.</p> <p>Further general and programme specific support is available through the Libraries, ICT and LTS. Library and Information Services support student learning by delivering effective, efficient and learner-focused services via the three campus libraries. These include traditional academic library resources, electronic information resources, open access IT and media facilities, integrated learner support, enquiry services, a choice of study spaces and access to the Archives and special collections. Students have access to expert help and advice in using the full range of resources to support their studies, whether they are working on or off campus. Full details of all LIS services are available at http://insight.glos.ac.uk/departments/lis/Pages/default.aspx.</p>		

24 Current Course Map

**UNIVERSITY OF GLOUCESTERSHIRE
UNDERGRADUATE COURSE MAP TEMPLATE FOR 2012/13**

Media Production (Single Honours Top Up Degree)
Course Leader: Tracy Symonds
Senior Tutor: Paul Shaw
Notes:

To achieve your intended award you must meet the overall award requirements and the Course requirements.

Award Requirements

- Pass compulsory and core modules from the Course map below

Course Requirements:

LEVEL 4
N/A

LEVEL 5
N/A

LEVEL 6		
To complete your programme you must pass the following compulsory modules:		
MCC327: Screen Production (3) Restrictions: Available only to Media Communications and Culture, Film Studies, and Media Production (Top Up)Students Prerequisites: Pass MCC227	15	SEM2
VCM301: Communications Theory Restrictions: Available only to Mass Communication (Single Honours Top Up degree), Media Production (Single Honours Top Up degree), and Visual Communication (Single Honours Top Up degree) students	15	SEM1
MD6933: Dissertation Restrictions: Available only to Mass Communication (Single Honours Top Up degree), Media Production (Single Honours Top Up degree), and Visual Communication (Single Honours Top Up degree) students	30	SEM1-2
To complete your programme you must pass a minimum of 60 CATS from the following core modules:		
FL301: American Independent Cinema	15	SEM1
FL307: Celluloid Jukebox: Film, Television And Popular Music Prerequisites: MCC233 or any three FL or TVP modules	15	SEM2
MCC309: The Documentary Prerequisites: Pass MCC113, or FL101	15	SEM1
MCC328: Subcultures	15	SEM1
MD6201:Global Issues In Media And Music	15	SEM2
MD6934: Work Placement Restrictions: Available only to Photojournalism & Documentary Photography students, Mass Communications (Top Up), Media Production (Top Up) and Visual Communication (Top Up)Students	15	SEM2
MD6403: Independent Production Project Restrictions: Available only to Radio Production students and Media Production (Top Up) Students	30	SEM1-2

MD6935: Collaborative Practice	15	SEM1
Available only to Television Production and Media Production (Top Up) students		

* The semester details will be generated out of the timetabling system and are not subject to validation

Module Descriptors

Module Descriptors that are **adopted** by courses from Media 2 Group, but that are **not** in the Media 2 Curriculum Review Framework paperwork to avoid duplication.

MODULE DESCRIPTOR:	MODULE DESCRIPTOR IN:
MD4403: From Mic to Mix	Media 1 CFR
ADV207: Television Advertising	Existing Module Descriptor – not recoded until 2014
AD5105: Advertising Agency	A& D CFR
FLP213: The Short Film	Existing Module Descriptor – module phasing out
FL222 : Reading Animation	Existing Module Descriptor – course phasing out
MD5934: Work Placement	Media 1 CFR
MD5406 Interviewing for Radio	Media 1 CFR
MD6402 Experimental Audio	Media 1 CFR
MD6934 : Work Placement	Media 1 CFR
MD6935: Collaborative Practice	Media 1 CFR
BMN313: New Business Enterprise	Existing Module Descriptor – not recoded until 2014
MCC328: Subcultures	Existing Module Descriptor – course phasing out
FL307: Celluloid Jukebox	Existing Module Descriptor – course phasing out
MCC309: The Documentary	Existing Module Descriptor – course phasing out
MD6201: Global issues in Music and Media	Media 1 CFR
MD6403: Independent Production Project	Media 1 CFR
MD6101: Ethics, Censorship and Regulation	Media 1 CFR
MD6933: Dissertation	Media 1 CFR