BA (Hons) Media Communications

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Art, Film and Media
Main campus	Newton Park
Other sites of delivery	Locksbrook Road
Other Schools involved in delivery	Writing, Publishing and the Humanities

Name of award(s)	**Media Communications**
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single/Joint
Professional Placement Year	Optional
Duration of award	3 years full-time 6 years part-time 4 years with Professional Placement Year
Modes of delivery offered	Campus-based
Regulatory Scheme [1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	N/A

Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	P390
Route code (SITS)	MCSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies: December 2019.
Date of most recent approval	March 2022
Date specification last updated	March 2022

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

Programme Overview

Throughout this Media Communications degree, you will have the opportunity to develop your creative and research skills in marketing, creative strategy, PR, journalism and social media management and prepare for success across the thriving communications sector. Learning a vibrant mix of design, research and audience skills geared towards the needs of the communications industries, you will gain experience working on cross-platform campaigns, marketing strategies for audience development needs, social media content, feature articles, blogs, political media making, investigative journalism and even augmented reality trails. You will study online influencers and diverse forms of screen representation, explore the ethics of AI and social media platforms like TikTok, alternative approaches to journalism, emerging marketing practices for immersive experiences, and beyond.

Taught by a team of researchers and creative media strategists and creators, you will learn how to rethink media communications for social change. In your first year, you will be introduced to analytical tools to critique contemporary media, such as gender, race, class, nation, disability and LGBTQ+ identity. You will learn graphic design and project development skills, as well as how to research media audiences. In your second year, you will learn marketing, influencer and branding practices, identifying ways of revolutionising how media creators communicate to audiences. You will also learn web design skills, explore grassroots community media, practise cross-platform communication strategies, and increase your awareness of media ethics. In your final year, you will join The Studio, Bath Spa University's city-centre enterprise and innovation hub for creative media technology, where you will have the opportunity to collaborate with local arts creators and businesses on communications campaigns. You will also have the opportunity to engage with Immersive Promotion Design, our in-house immersive marketing company. Learning how immersive media, feminist activism and public events can all shape the future of media communications, you will have opportunities to collaborate, network and co-create media communications content with industry partners across the communications industries, gaining on the ground experience

Programme Aims

1. To prepare students for success across media communications sectors including marketing, journalism and social media.

2. To develop creative skills in designing and producing communications content including cross-platform campaigns, investigative journalism, social media content and promotional press packs.

3. To equip students with the research skills to understand contemporary media audiences and diverse strategies for engaging them.

4. To equip students with the analytical skills to evaluate media ethics, paying particular attention to questions of diversity and inclusivity.

5. To understand the ways in which a myriad of media platforms have developed, with reference to social, cultural and technological change.

6. To promote qualities of citizenship and activism, which will enable graduates to rethink media communications for social change.

7. To provide students with opportunities to collaborate, network and co-create media communications content with industry partners across the media and communications industries, gaining on the ground experience.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	Systematic understanding of how the professional sectors of marketing, journalism and social relate to academic writing from fields of media.	The ability to critically examine academic material from within the field of media in the context of global media and media ethics.	The ability to source relevant academic material by using scholarly research tools.
A2	Coherent and in-depth knowledge of the ways in which marketing, journalism and social media speak to and reach audiences, both locally and globally.	The ability critically to analyse the methods and findings of key media scholarship as it relates to celebrity culture and participatory media	Understand methods and findings of key media scholarship.
A3	Systematic application of emerging research and Research and Development in the fields of AI, immersive marketing and activist media.	Apply key theoretical debates to media promotion and celebrity culture.	Understand the relevance of theoretical debates from within the field of study.
A4	Develop collaborative skills in cross-platform campaign creation, including across digital and physical media.	Develop key skills in web design for digital communications.	Knowledge of key skills in visual digital communication.
A5	Systematic understanding of audience reception in media promotion in terms of feminist activism, immersive media, AI, exhibitions and curation, and entertainment journalism.	Demonstrate a critical understanding of audience reception of media promotion in terms of global communication processes, influencers and ethics.	Knowledge of how to evaluate a production in terms of audience reception, review ratings and perceived popular relevance/appeal.
A6	Interdisciplinary collaborative digital media creativity, using a combination of theoretical approaches and methodologies with reference to current research.	Ability to critically apply creative cross-platform digital media-making skills.	Knowledge concerning the creative role and audience engagement of ephemeral media content.
A7	Independent research and development of promotional media forms based on analysis, evaluation and self-reflection, displaying an understanding of the theoretical, methodological, legal, ethical and regulatory frameworks that affect them.	Demonstrate an understanding of the creation of promotional media forms as key sites of audience interface and cultural, political and technological meaning-making.	Knowledge of effective promotional media using a variety of software and assets.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	The ability to systematically draw together and disseminate research findings for the creation of communication campaigns.	Apply, consolidate and extend scholarly and research concepts into the development of a project.	The ability to find sources for the purposes of research.
B2	The ability to draw upon and synthesise ideas and information from a variety of sources of knowledge in order to formulate coherent argumentation using appropriate platforms.	Gather, organise and deploy ideas and information based on rigorous audience research to develop insight and understanding about the behaviour of contemporary media audiences.	The ability to understand audience research methods.
B3	The ability to both challenge issues of social injustice in terms of its relationship to the media, and to communicate progressive ideas across media based on research.	The ability to critique and nuance issues of social injustice in terms of its relationship to the media.	The ability to identify social injustice in terms of its relationship to the media.
B4	The ability systematically to apply problem solving and critical analysis exercises including self-reflection to assist in project development.	Select, verify and appropriately use extant media scholarship for problem solving and to formulate critical analyses.	The ability to deploy problem solving and analysis skills.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning3 (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in relation to industry partners.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively within individual modules and work with industry partners.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.

C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload

Programme Content

This programme comprises the following modules

Subject offered as single and combined award

Media Communications				Status	
Level	Code	Title	Credits	Single	Joint
4	MCO4108-20	Rethinking Media	20	C	C
4	MCO4110-20	Communications for Change	20	C	C
4	MCO4105-20	Your World Your Media	20	R	O
4	MCO4112-20	Audiences and Fans	20	R	O
4	MCO4111-20	Ephemeral Media	20	R	O
4	MCO4109-20	Writing for the Media	20	C	C
5	MCO5002-20	Global Communication Strategies	20	C	C
5	MCO5001-20	Promotional Media	20	C	C
5	MCO5103-20	Media Ethics	20	O	O
5	CME5100-20	Participatory Media	20	O	O
5	MCO5104-20	Influencers and Contemporary Celebrity	20	O	O
5	CME5000-20	Everyday Media Making	20	O	O
5	JPU5001-20	Digital Storytelling	20	O	O
5	JPU5101-20	International Journalism	20	O	O
5	PPY5100-20	Professional Placement Year (Optional)	120	O	O
6	MCO6012-40	Media Communications Final Project	40	C	C
6	MCO6106-20	Immersive Media	20	O	O

6	MCO6107-20	Feminist Activism	20	O	O
6	MCO6108-20	Exhibitions & Public Audiences	20	O	O
6	MCO6109-20	AI Communications	20	O	O
6	JPU6104-20	Lifestyle & Entertainment Journalism	20	O	O
6	JPU6102-20	The Magazine Business	20	O	O

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

A unique aspect of the Media Communications degree is that students have the chance to collaborate with Immersive Promotion Design, our own in-house immersive marketing company that supports VR and AR creatives to communicate with their audiences. This means that our students get to work on marketing campaigns for emerging VR and AR experiences in the region. All final-year students will also join The Studio, Bath Spa University's city-centre enterprise and innovation hub for creative media technology.

Our final-year Media Communications modules are delivered in collaboration with industry partners, providing students with insight into - and hands-on experience with - some of the most innovative and significant arts, media and communications organisations in the region.

This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Graduate Attributes

	Bath Spa Graduates…	In Film and Media, we enable this…
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Employability is embedded in the delivery and assessment of the course. All assessment items adhere to the formats and expectations of real-world communications briefs, such as campaigns and strategy reports. There is significant emphasis on industry interface, especially in Level 5 and 6 modules where students complete live briefs and join in-house industry partnerships.
2	Will be able to understand and manage complexity, diversity and change	Each level is characterised by a set of learning outcomes, which ensure progression in students' ability to recognise, critique and challenge issues of diversity and inclusion and their relationships to the media.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Creative innovation is the bedrock of the course: all modules are designed to enable students to design, research, produce and reflect on creative media content that reflects industry practices through a social and political lens.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy is central to the employability of the course: students will develop key skills in graphic and web design from L4, building towards cutting-edge technologies such as augmented reality at L6.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	Erasmus and study abroad arrangements are in place and increasing numbers of students apply to study abroad every year. In recent years, overseas exchange students have been attending Film and Media courses in greater numbers, most often from the USA, EU and Australia, and this significantly enriches the quality of peer learning in the classroom.

6	Will be creative thinkers, doers and makers	Creative thinking is central to the ethos of the course: students are empowered to draw on relevant research to inform their creative media practice, and in turn rethink media communications practices.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	The learning outcomes at every level emphasise the importance of critical and conceptual understanding of subject matter. The ability to communicate these ideas by using professional written and oral communications skills including reports, feature articles and pitch presentations.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	A focus on media ethics is explicit throughout the course, as is a focus on glocal media contexts and specific issues of race, gender, diversity and inclusivity

Modifications

<u>Module-level modifications</u>

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
MCO4102-20	Media Fandom	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME4101-20	Media Enterprise	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME5001-20*	Digital Cultures	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO5100-20*	Music, Media and Markets	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO5101-20*	Television, Representation and Gender	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO5102-20*	Stardom and Celebrity	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME5100-20*	Participatory Media	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FSS6100-20	European Cinema	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FSS6101-20	Rock 'n' Reel: Popular Music on Screen	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20

MCO6000-40	Dissertation 1	Change to semesters of delivery	CoLA Learning, Teaching and Quality Sub-committee, 22 November 2019	2019/20
PUB4002-20	Create Lab	Delete module	approved by School of Creative Industries SQMC (Extended deadlines Feb 2020)	2020/21
MCO4103-20	Your World Your Media: Making Film and Media Meaningful	New module	approved by School of Creative Industries SQMC (Extended deadlines Feb 2020)	2020/21
MCO4104-20	Television and Screen Studies	Title change; deleted 'MCO4100-20 Introduction to Television'	Creative Industries School Quality and Management Committee, 30 November 2020	2021/22
MCO4105-20	Your World, Your Media	Title change deleted MCO4103	approved by Creative Industries School Quality and Management Committee, 30 November 2020	2021/22
MCO6011-20	Dissertation: Creative Industry Project	Title change; deleted MCO6001	approved by Creative Industries School Quality and Management Committee, 30 November 2020	2021/22
MCO4107-20	Media Today	Title change; deleted MCO4000-20 Media Today I	Approved by Chair's Action at Creative Industries School Quality and Management Committee 30/11/2020	2021/22
MCO4106-20	Political Media Making	Title change; deleted MCO4001-20 Media Today II	Approved by Chair's Action at Creative Industries School Quality and Management Committee 30/11/2020	2021/22
MCO6010-40	Dissertation	Title change; deleted MCO6000-40 Dissertation I	Approved by Chair's Action at Creative Industries School Quality and Management Committee 30/11/2020	2021/22
Fixed Level 4	Level 4	changed modules' status	approved by Fixed Level 4 Project	2021/22
Fixed Level 4	Level 4	removed CME4100 & CME 4101	approved by Fixed Level 4 Project	2021/22

MCO4107-20	Media Today	Assessment order change	Covid related changes made permanent	2021/22
MCO4104-20	Television and Screen Studies	Assessment order change	Covid related changes made permanent	2021/22
MCO5100-20	Music, Media and Markets	Assessment change	Covid related changes made permanent	2021/222
MCO5101-20	Television, Representation and Gender	Assessment order change	Covid related changes made permanent	2021/22
MCO5102-20	Stardom and Celebrity	Assessment order change	Covid related changes made permanent	2021/22
MCO6105-20	Popular Music Journalism	Assessment change	Covid related changes made permanent	2021/22
MCO4107-20	Media Today	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4106-20	Political Media Making	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4108-20	Rethinking Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4110-20	Communications for Change	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4102-20	Media Fandom	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23

MCO4104-20	Television and Screen Studies	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4101-20	Popular Media Culture	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO4112-20	Audiences and Fans	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4111-20	Ephemeral Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO4109-20	Writing for the Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5000-20	Global Media	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
CME5001-20	Digital Cultures	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO5103-20	Media Ethics	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5104-20	Influencers and Contemporary Celebrity	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5100-20	Music, Media and Markets	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO5101-20	Television, Representation and Gender	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23

MCO5102-20	Stardom and Celebrity	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
JPU5101-20	International Journalism	New Module	Approved by Curriculum Committee Mar 2022	2022/23
JPU5001-20	Digital Storytelling	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6010-40	Dissertation	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6011-20	Dissertation - Creative Industry Project	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6102-20	Digital Innovation and Enterprise	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6103-20	Videogames	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6104-20	Feminist Film Criticism	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6105-20	Popular Music Journalism	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
FSS6100-20	European Cinema	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
FSS6101-20	Rock n Reel - Popular Music on Screen	Module Deleted	Approved by Curriculum Committee Mar 2022	2022/23
MCO6012-40	Media Communications Final Project	New Module	Approved by Curriculum Committee Mar 2022	2022/23

MCO6106-20	Immersive Media	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6107-20	Feminist Activism	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6108-20	Exhibitions & Public Audiences	New Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO6109-20	AI Communications	New Module	Approved by Curriculum Committee Mar 2022	2022/23
JPU6104-20	Lifestyle & Entertainment Journalism	New Module	Approved by Curriculum Committee Mar 2022	2022/23
JPU6102-20	The Magazine Business	New Module	Approved by Curriculum Committee Mar 2022	2022/23
FSS5100-20	European Cinema	Delete Module	Approved by Curriculum Committee Mar 2022	2022/23
MCO5104	Influencers and Contemporary Celebrity	Assessment change	Approved by SQMC May 2022	2022/23
CME5100	Participatory Media	Assessment change	Approved by Chair's Action at SQMC Nov 2022	2022/23
MCO4109	Writing for the Media	Minor updates to Module Descriptor		2023/2024
MCO5103	Media Ethics	Minor updates to Module Descriptor		2023/2024
MCO6108	Exhibitions and Public Audiences	Minor updates to Module Descriptor		2023/2024
MCO4108	Rethinking Media	Minor updates to Module Descriptor		2023/2024

MCO4110	Communications for Change	Minor updates to Module Descriptor		2023/2024
MCO5104	Influencers and Contemporary Celebrity	Minor updates to Module Descriptor		2023/2024
MCO6107	Feminist Activism	Minor update to Module Descriptor		2023/2024
MCO5103	Media Ethics	Add as Option for Criminology		2023/2024
MCO4105	Your World/ Your Media	Removed as Core Module for CME: Creative Media		2023/2024

*Modification to clarify that these modules are not available as options to Minor students

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Media Communications

Level	Semester One	Semester Two
4	Core: Rethinking Media – 20 credits (Core for Single, Joint) Core: Your World Your Media – 20 credits (Core for Single, Joint) Core: Audiences and Fans – 20 credits (Core for Single, Joint)	Core: Communications for Change – 20 credits (Core for Single, Joint) Core: Ephemeral Media – 20 credits (Core for Single, Joint) Core: Writing for the Media – 20 credits (Core for Single, Joint)
5	Core: Global Communication Strategies – 20 credits Options: Media Ethics – 20 credits Participatory Media – 20 credits Digital Storytelling – 20 credits	Core: Promotional Media – 20 credits Options Influencers and Contemporary Celebrity – 20 credits Everyday Media Making – 20 credits International Journalism – 20 credits
5	Professional Placement Year (Optional) -120 credits	
6	Core: Media Communications Final Project – 40 credits (Core for Single, Joint) (Year-Long) Options: Immersive Media – 20 credits Feminist Activism – 20 credits Lifestyle and Entertainment Journalism – 20 credits	Core: Media Communications Final Project – 40 credits (Core for Single, Joint) (Year-Long) Options: Exhibitions and Public Audiences – 20 credit AI Communications - 20 credits The Magazine Business – 20 credits

App endix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) [4]	Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4
4	MCO4108-20	Rethinking Media	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	MCO4110-20	Communications for Change	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	MCO4105-20	Your World Your Media	R/O	X	X	X	X			X	X	X	X	X	X	X	X	X
4	MCO4112-20	Audiences and Fans	R/O	X	X	X		X			X	X		X	X		X	X
4	MCO4111-20	Ephemeral Media	R/O	X	X	X	X		X	X	X	X		X	X		X	X
4	MCO4109-20	Writing for the Media	C	X	X	X		X			X	X		X	X		X	X
5	MCO5002-20	Global Communication Strategies	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	MCO5001-20	Promotional Media	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	MCO5103-20	Media Ethics	O	X	X					X	X	X	X	X	X	X	X	X
5	CME5100-20	Participatory Media	O	X	X					X	X	X	X	X	X	X	X	X
5	MCO5104-20	Influencers and Contemporary Celebrity	O		X	X		X		X	X	X	X	X	X	X	X	X
5	CME5000-20	Everyday Media Making	O	X	X					X	X	X	X	X	X	X	X	X
5	JPU5001-20	Digital Storytelling	O				X		X	X	X	X			X	X	X	X
5	JPU5101-20	International Journalism	O				X	X			X	X		X	X	X	X	X
5	PPY5100-120	Professional Placement Year	O															
6	MCO6012-40	Media Communications Final Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6106-20	Immersive Media	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6107-20	Feminist Activism	O	X	X	X	X	X	X	X	X	X	X	X	X		X	X
6	MCO6108-20	Exhibitions & Public Audiences	O	X	X		X	X	X	X	X	X	X	X	X		X	
6	MCO6109-20	AI Communications	O	X		X		X	X	X		X	X	X	X		X	X
6	JPU6104-20	Lifestyle & Entertainment Journalism	O	X	X		X		X		X	X	X	X	X		X	
6	JPU6102-20	The Magazine Business	O	X	X		X			X	X	X	X	X	X		X	X

[4] C = Core; R = Required (ie required for this route); R = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R, R*,O) [5]	Assessment method														
				Coursework							Practical					Written Examination		
				Composition	Dissertation	Essay	Journal	Portfolio	Project Plan	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	MCO4108-20	Rethinking Media	C					1x				1x						
4	MCO4110-20	Communications for Change	C					1x				1x						
4	MCO4105-20	Your World Your Media	R/O					1x										
4	MCO4112-20	Audiences and Fans	R/O					1x										
4	MCO4111-20	Ephemeral Media	R/O					1x										
4	MCO4109-20	Writing for the Media	C					1x										
5	MCO5002-20	Global Communication Strategies	C							1x				1x				
5	MCO5001-20	Promotional Media	C							1x		1x						
5	MCO5103-20	Media Ethics	O				1x			1x								
5	CME5100-20	Participatory Media	O			1x		1x										
5	MCO5104-20	Influencers and Contemporary Celebrity	O					1x	1x									
5	CME5000-20	Everyday Media Making	O					1x				1x						
5	JPU5001-20	Digital Storytelling	O				1x					1x						

Level	Code	Title	Status													
5	JPU5101-20	International Journalism	O		1x	1x										
5	PPY5100-120	Professional Placement Year	O													
6	MCO6012-40	Media Communications Final Project	C						1x		1x				
6	MCO6106-20	Immersive Media	O			1x					1x				
6	MCO6107-20	Feminist Activism	O			1x					1x				
6	MCO6108-20	Exhibitions & Public Audiences	O			1x					1x				
6	MCO6109-20	AI Communications	O					1x	1x						
6	JPU6104-20	Lifestyle & Entertainment Journalism	O	1x	1x										
6	JPU6102-20	The Magazine Business	O			1x								1x	

[5] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional