Leeds Trinity University

PROGRAMME SPECIFICATION

1.   General information

Awarding body / institution	**Leeds Trinity University**
Teaching institution	**Leeds Trinity University**
'Parent' School *(ICE / SAC / SSHS)*	**SAC**
Professional accreditation body *(if applicable)*	**n/a**
Final award *(eg. BA Hons)*	**BA Hons**
Title of programme(s)	**Media and Marketing**
Subsidiary award(s) *(if any)*	**Cert HE in Media and Marketing; Dip HE in Media and Marketing**
Honours type *(Single / Joint / Combined)*	**Single**
Duration and mode(s) of study	**3 years full-time**
Start date (this version) *(month and year)*	**September 2016**
Periodic review next due *(acad. year)*	**2020/21**
JACS subject code(s) *(Level 3)*	**P300/N500**
UCAS course code & code name	**PN35**
SITS codes *(Course / Pathway / Route)*	**MEDAMKT**
Delivery venue(s)	

2.   Aims of the programme

Rationale and general aims *(from the student's perspective)*
The aims of the programme are: 1. To prepare you for careers in the media, cultural and marketing industries by developing your knowledge and understanding of specific media and business sectors; 2. To develop your experience and understanding of the industrial and organisational aspects of the relevant sectors (both historical and contemporary), including an understanding of specific roles, activities, and processes and practices; 3. To engage you in a systematic examination of the role of marketing in developing solutions to a variety of business and organisational problems; 4. To develop intellectual skills of critical analysis, evaluation, synthesis, hypothesis formulation and testing and problem solving;

5. To develop your communication skills – oral, visual, and written (including academic, professional; creative and technical writing) and the ability to use these individually and as part of a team;

6. To develop your ability to undertake and complete independent research and study;

7. To raise your awareness of ethical debates and issues in relation to media/cultural production and consumption;

8. To help you develop a range of skills and to create an awareness of their vocational, personal and cultural value;

9. To support development of creative, technical and vocational skills and to enable you to apply critical and theoretical frameworks to that work;

10. To develop your ability to innovate and be creative, and to enable you to plan succesfully for those ideas to become reality.

3. Student learning outcomes of the programme

Learning outcomes in terms of:
- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **physical skills specific to the subject (P)**
- **employability skills (E)**

The 'K1', etc codes are used in section 7c) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme students will have demonstrated:

K1   Coherent and detailed knowledge of media and marketing sectors and an understanding of their role within society, business and other relevant organisations;

K2   An ability to engage with contemporary debates and writings around the role of media industries, marketing and other related industries;

K3   Coherent and detailed knowledge of media research and communication skills and their application in a variety of contexts;

K4   Detailed knowledge and understanding of the marketing contribution to business strategy and the application of marketing analysis of a wide range of practical commercial challenges;

K5   Detailed knowledge of relevant communication and information technologies for application in media and marketing contexts.

I1   An ability to identify the relationship between theory and practice in the field of study and to analyse critically the issues which arise out of this;

I2   An ability to use critical evaluation, analysis and synthesis to evaluate and to find solutions to issues and problems which arise in the context of media and marketing industries;

I3   An ability to collect, order, analyse and evaluate quantitative and qualitative information and data and use detailed reasoning and critical thinking to present a sustained argument on the basis of substantial independent learning;

I4   An ability to evaluate ethical dimensions of practice in the media and marketing industries and make appropriate decisions in relation to professional practice.

P1   Effective oral, written and visual communication skills appropriate to a range of professional media and marketing disciplines;

P2   An ability to employ media-specific practical skills (creative, technical and vocational) to production-based work and use theoretical frameworks to inform that work;

P3   An ability to apply marketing analysis to a wide range of practical commercial challenges;

P4   An ability to prepare marketing plans and marketing communication plans.

Employability skills

E1   **Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;

E2   **Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;

E3   **Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;

E4   **Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;

E5   **Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;

E6   **Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;

E7   **Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;

E8   **Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;

E9   **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

See also the generic learning outcomes for subsidiary awards set out in section 4 below.

3a   External benchmarks

Statement of congruence with the relevant published subject benchmark statements
The programme learning outcomes have been informed throughout by the QAA's subject benchmark statement for 'Communication, media, film and cultural studies' programmes (2008).

4.   Learning outcomes for subsidiary awards

Guidance	
The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.	**Generic learning outcomes for the award of <u>Certificate of Higher Education</u>:** On successful completion of 120 credits at Level 4, students will have demonstrated an ability to: i) interpret and evaluate data appropriate to the discipline; ii) make sound judgements in accordance with basic disciplinary theories and concepts; iii) evaluate the appropriateness of different approaches to solving problems within the discipline; iv) communicate the results of their work coherently; and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.
The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 & 5.	**Generic learning outcomes for the award of <u>Diploma of Higher Education</u>:** On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, **in addition to the outcomes for a Certificate**: i) critical understanding of disciplinary principles; ii) application of concepts outside their initial context; iii) use of a range disciplinary techniques; iv) proficient communication of the results of their work; and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school-based training component.
The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 & 6.	**Generic learning outcomes for the award of an <u>Ordinary Degree</u>:** On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, **in addition to the outcomes for a Diploma**: i) an ability to make flexible use of disciplinary concepts and techniques; ii) critical evaluation of approaches to solving problems in a disciplinary context; iii) an ability to work autonomously within a structured learning experience; iv) effective communication of the results of their work in a variety of forms; and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.

5. Content

Summary of content by theme
The Media and Marketing degree programme contains a range of modules organised into three strands. These provide you with knowledge, understanding and skills relevant to media and marketing and relating to: analysis and theory; creativity and production; and industry and professionalism. The programme content has been developed in recognition of the technology-driven innovations which have fostered ever closer links between these two sectors, particularly in terms of brand content and storytelling which are now central to so many business, public and third sector organsiations. Throughout the three years, the programme offers core modules which develop key marketing skills, alongside a deep understanding of the online and collaborative nature of media and business thanks to a plethora of digital and social media tools. There is a strong media theoretical context with an opportunity to develop either theoretical knowledge or practical skills through option modules or further develop specialist marketing knowledge. At Level 4 you are provided with a solid foundation of knowledge and understanding of the ways in which the media and the wider culture in which it exists can be understood and analysed. You also learn the skills necessary for creating and communicating stories across a variety of media. In addition, you gain an understanding of the core principles of marketing and, at the end of the first year, you will apply and extend your learning during your professional placement in a media or marketing related organisation. At Level 5 you are encouraged to continue to gain further production skills and industry knowledge whilst starting to specialise. Through the option module choices you make, you can make the balance of your programme towards more media-based knowledge or expand your knowledge in marketing and / or PR. By the time you reach Level 6, you will be able to tackle larger projects more independently and the key focus for this will be your 40-credit research project as well as a specialist production module. Again, your option choice allows you to choose a focus which can be balanced towards more media content or more marketing. You will also have the opportunity to build on your placement and gain more work-place experience if you select the Professional Learning Through Work module. The combination of hands-on work-based experience, theory and practice (and theory into practice) and study across all three levels enable you to develop and hone skills specific to marketing, social marketing, broader media environment and a range of employability skills.

6. Structure

BA (Hons) MEDIA and MARKETING (Single Honours)

Duration: 3 years full-time
Total credit rating: 360 (180 ECTS)

<u>Level 4</u> – with effect from September 2016

Core: Students are required to take:

MFC 4012	Professional Development and Placement 1	Sem 1 & 2	20 credits
MFC 4022	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC 4342	Image Creation	Sem 1 & 2	20 credits
MFC 4362	Online Storytelling	Sem 2	20 credits
MFC 4372	Online Platforms	Sem 1	20 credits

| BMM 4422 | Marketing Fundamentals | Sem 1 | 20 credits |

Programme Level Assessment: This takes place at the end of the academic year.

<u>**Level 5**</u> – with effect from September 2017

Core: Candidates are required to take:

MFC 5012	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC 5032	Researching Media, Film and Culture	Sem 1 & 2	20 credits
MFC 5582	Online Community Management	Sem 1 & 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits

Option: Candidates are required to choose 20 credits from:

MFC 5042	Script to Screen	Sem 1 & 2	20 credits
MFC 5052	Radio and Podcast Production	Sem 2	20 credits
MFC 5062	Digital Effects	Sem 1 & 2	20 credits
MFC 5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
MFC 5572	Digital Narratives	Sem 1 & 2	20 credits
JOU 5992	PR in Practice	Sem 1 & 2	20 credits

Option: Candidates are required to choose 20 credits from:

MFC 5022	Media, Culture and Society	Sem 1 & 2	20 credits
MFC 5112	Understanding Disney	Sem 1 & 2	20 credits
MFC 5122	Myths, Meanings and Movies	Sem 1 & 2	20 credits
MFC 5132	Television Genres	Sem 1 & 2	20 credits
MFC 5632	Negotiated Study Module	Sem 1 & 2	20 credits
BMM 5292	Services Marketing	Sem 2	20 credits
SOC 5052	Politics, Culture and Everyday Life	Sem 1	20 credits

Programme Level Assessment: This takes place at the end of the academic year.

<u>**Level 6**</u> – with effect from September 2018

Core: Candidates are required to take:

MFC 6234	Media, Film and Culture Research	Sem 1 & 2	40 credits

Option: Candidates are required to choose 20 credits from:

BMM 6582	e-Business and e-Marketing	Sem 1	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits

Option: Candidates are required to choose at least 40 credits from:

MFC 6022	Creative Media	Sem 1 & 2	20 credits
MFC 6032	Radio and Podcast Production*	Sem 1	20 credits
MFC 6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC 6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC 6112	European Cinema	Sem 1 & 2	20 credits
MFC 6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC 6172	Spiritualities, the Sacred and the Screen	Sem 1 & 2	20 credits
MFC 6182	Science Fiction	Sem 1 & 2	20 credits
MFC 6202	Contemporary Cult Television	Sem 1	20 credits
MFC 6322	Professional Learning Through Work	Sem 1 & 2	20 credits
MFC 6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
MFC 6564	Transmedia Production*	Sem 1 & 2	40 credits
MFC 6602	Negotiated Study Module	Sem 1 & 2	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1/2	20 credits
BMM 6462	Business Ethics	Sem 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits
BMM 6582	e-Business and e-Marketing	Sem 1	20 credits
JOU 6992	PR Management	Sem 1 & 2	20 credits
SOC 6052	Performance, Culture and Communication	Sem 1	20 credits

*There is a prerequisite for enrolment on this module – see section 10.

7.   Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and assessment for the programme

This programme is consistent with the University Learning, Teaching and Assessment Strategy as follows

      i)   by aspiring to match best practice in HE in all aspects of the learning environment
      ii)   by engaging you in active learning in all aspects of your study
      iii)   by involving you in applied assessment and projects based on real-world scenarios
      iv)   by allowing you to negotiate some aspects of assessment.

The structure and content of the core is academic and comprises theory modules. The latter are designed so that the material you engage with is introduced in a logical, coherent and progressive manner which supports your learning and critical understanding of all aspects of the programme. Modules are designed so that you are able to engage with contemporary issues and practices and clearly link taught content to the professional/vocational element of the programme.

Techniques of research, analysis and evaluation are a distinctive part of studying for a degree and the academic modules at Levels 4 and 5 provide you with the opportunity to develop your skills of analysis and critical thinking. In your final year, you will apply your learning from Levels 4 and 5 through independent but supported in-depth study.

The programme uses a range of teaching methods including lectures, tutorials, seminars, workshops, project work and consultation as appropriate to the subject matter and student numbers. Small group learning is a feature throughout the programme and group work is an integral part of the programme.

Assessment in the programme uses a variety of written forms and practical activities and productions in order to reflect the academic and vocational elements of the programme and to enable tutors to introduce work which is modelled on related professional best practice.

7b) Module details

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
Level 4 Core						
MFC 4012: Professional Development and Placement	Seminars and placement	Group presentation Group work: Peer Assessment Directed activities Placement Weekly Work Reflection	6-8 mins 500 words max - - 500 words	50% 20% 10% Pass/Fail 20%	Sem 2 Sem 2 Sem 1 & 2 End Sem 2 End Sem 2	**Elric Williams** Liz Cable Glyn Middleton Visiting Lecturers
MFC 4022: Analysing Media and Culture	Lectures and seminars	Directed Activities Portfolio of textual analyses Essay	n/a 2,000 words 2,000 words	10% 45% 45%	During Sem 1 End Sem 1 End Sem 2	**John Poulter**
MFC 4342: Image Creation	Lectures and workshops	Portfolio Portfolio Directed activities	1,500 words 2,500 words n/a	35% 55% 10%	End Sem 1 End Sem 2 During Sem 1 & 2	**James Rothschild** Visiting Lecturer (Photographer)
MFC 4362: Online Storytelling	Lectures, workshops, project day (live online) and individual consultancy	Directed activities Portfolio of 10 Blogposts Portfolio of 3 group projects	n/a 1,000 words n/a	10% 30% 60%	During Sem 2 Mid-Sem 2 End Sem 2	**Liz Cable** Bob Walmsley

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
MFC 4372: Online Platforms	Lectures, workshops, live project and individual consultancy	Directed activities	n/a	10%	Throughout Sem 1	**Liz Cable**
		Portfolio of 10 blogposts	1,000 words	30%	Throughout Sem 1	
		Portfolio - online channel supporting main blog	n/a	60%	End of Sem 1	
BMM 4422: Marketing Fundamentals	Lectures, tutorials/case-study work and break-out sessions	7 x online quizzes	30 mins each	7 x 5%	Weeks 4 – 10	**Nick Beaton**
		Coursework report	2,000 words	65%	End of Sem 1	
Level 5 Core						
MFC 5012: Professional Development and Placement: Media, Film and Culture 2	Lectures, workshops, tutorial interview, production group support, site visit / placement liaison	Group Production & Legal binder	3,000 words	50%	During Sem 2	**Elric Williams** Glyn Middleton
		Placement	6 weeks	Pass/Fail	During Sem 2	
		Self-audit	n/a	10% 10% 10%	During Sem 1 During Sem 1 During Sem 2	
		Weekly work reflection	n/a	20%	During Sem 2	
MFC 5582: Online Community Management	Workshops, live online activity and online community participation	Active Participation in online community of the classroom	n/a	20%	During Sem 1 & 2	**Liz Cable**
		Peer Assessment on online participation	n/a	5%	During Sem 1 & 2	
		Online Community Management project	n/a	75%	End Sem 2	

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
MFC 5032: Researching Media, Film and Culture	Interactive lectures	Group Presentation	10 mins	50%	End Sem 1	**Kostas Maronitis** Nick Redfern John Poulter Graham Roberts and others
		Research Proposal	2,000 words	50%	End Sem 2	
BMM 5562: Marketing Communications	Lectures, tutorials, workshops and practical sessions	Group presentation	40 mins	40%	During Sem 2	**Mark Sebright**
		Individual Report	2,000 words	60%	End Sem 2	
Level 5 Options (1)						
MFC 5042: Script to Screen	Workshops	Portfolio	n/a	25%	End Sem 1	**Ricardo Barker**
		Portfolio	n/a	25%	End Sem 2	
		Artefact (film)	5 mins	50%	End Sem 2	
MFC 5052: Radio and Podcast Production	Workshops	Portfolio	2,000 words	50%	Mid Sem 2	**Bob Walmsley** Maggie Roux Visiting Lecturers
		Portfolio	2,000 words	50%	End Sem 2	
MFC 5062: Digital Effects	Lectures and workshops	Portfolio	n/a	40%	End Sem 1	**James Rothschild**
		Portfolio	n/a	60%	End Sem 2	
MFC 5202: Documentary: Theory and Practice	Lectures and tutorials	Artefact	2,000 words	50%	End Sem 1	**Glyn Middleton** Graham Roberts
		Report	2,000 words	50%	End Sem 2	
MFC 5572: Digital Narratives	Lectures, workshops and individual consultancy	Collaborative Writing	1,000 words	25%	End Sem 1	**L Cable**
		Interactive/Branching Narrative	3,000 words	75%	End Sem 2	

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
JOU 5992: PR in Practice	Lectures, seminars and workshops	Essay	2,000 words	50%	End Sem 1	**Amy Lund**
		Group Presentation	20 mins	25%	End Sem 2	
		Peer Assessment	20 mins	25%	End Sem 2	
Level 5 Options (2)						
MFC 5022: Media Culture and Society	Lectures and seminars	Essay	2,000 words	50%	End Sem 1	**Kostas Maronitis**
		Essay	2,000 words	50%	End Sem 2	
MFC 5112: Understanding Disney	Lectures, seminars, workshops and screenings	Portfolio	1,500 words	40%	End Sem 1	**Jason Scott**
		Essay	2,500 words	60%	End Sem 2	
MFC 5122: Myths, Meanings and Movies	Lectures, seminars and workshops	Essay	4,000 words	100%	End Sem 2	**Maggie Roux** John Poulter
MFC 5132: Television Genres	Lectures, seminars and tutorials	Essay	2,000 words	50%	End Sem 1	**David Dodd**
		Essay	2,000 words	50%	End Sem 2	
MFC 5632: Negotiated Study Module	One-to-one supervision/ seminars	Reading / Research log	1,000 words	25%	End Sem 1	**TBC**
		Negotiated Assessment	3,000 words / equivalent	75%	End Sem 2	
BMM 5292: Services Marketing	Lectures, tutorials/case study work and break-out sessions	Case Study Report	2,500 words	70%	End Sem 2	**Nick Beaton**
		6 x online quizzes	6 x 30 mins	6 x 5%	During Sem 2	

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
SOC 5052: Politics and Culture of Everyday Life	Seminars and workshops	Group Presentation Essay	10 mins 2,000 words	50% 50%	During Sem 1 End Sem 1	**Kostas Maronitis**
Level 6 Core						
MFC 6234: Media, Film and Culture Research (40 credits)	Lectures, workshops, individual tutorials and seminars	Dissertation or Piece of Practice accompanied by 2,000-word justification	8,000 words n/a	100% 100%	End Sem 2 End Sem 2	**Kostas Maronitis** Graham Roberts Nick Redfern Jason Scott John Poulter David Dodd Tom Donnelly Stefano Odorico
Level 6 Options (1)						
BMM 6242: Marketing Strategy and Planning	Lectures, tutorials / case study work and break-out sessions	4 x online scenario-based activities Individual presentation Marketing plan	30 mins each 15 mins 3,000 words	4 x 5% 10% 70%	Weeks 3,5,7,9 Sem 1 Week 7, Sem 1 End Sem 1	**Nick Beaton**
BMM 6582: E-Business and E-Marketing	Lectures, tutorials / case study work and break-out sessions	Interim report Case study report	1,000 words 3,000 words	25% 75%	Week 7, Sem 1 End Sem 1	**Nick Beaton**
Level 6 Options (2)						
MFC 6022: Creative Media	Lectures and tutorials	Presentation Artefact	5 mins n/a	25% 75%	During Sem 1 End Sem 2	**Elric Williams** Bob Walmsley James Rothschild

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
MFC 6032: Radio and Podcast Production	Workshops	Portfolio	2,000 words	50%	Mid Sem 1	**Bob Walmsley**
		Portfolio	2,000 words	50%	End Sem 1	
MFC 6044: Advanced Documentary Production (40 credits)	Lectures and tutorials	Artefact (Group)	10 mins	75%	During Sem 2	**Ricardo Barker**
		Report & Portfolio (Individual)	2,000 words	25%	End Sem 2	
MFC 6092: Contemporary Cultural Issues	Seminars and tutorials	Essay or photo-essay or podcast w. 500-word summary	2,000 words	50%	End Sem 1	**John Poulter**
		Essay or photo-essay or podcast w. 500-word summary	2,000 words	50%	End Sem 2	
MFC 6112: European Cinema	Lectures, screenings and seminars	Essay	2,000 words.	50%	End Sem 1	**Nick Redfern**
		Essay	2,000 words	50%	End Sem 2	
MFC 6162: Film and Television Adaptation	Lectures and seminars/ workshops	Essay	2,000 words	50%	End Sem 1	**Jason Scott**
		Essay	2,000 words	50%	End Sem 2	
MFC 6172: Spiritualities, the Sacred and the Screen	Lectures and seminars	Essay	4,000 words	100%	End Sem 2	**Maggie Roux**

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
MFC 6182: Science Fiction	Lectures/workshops/ screenings, seminars and workshops	Essay Essay	2,000 words 2,000 words	50% 50%	End Sem 1 End Sem 2	**Liz Rymer** Visiting Lecturers
MFC 6202: Contemporary Cult Television	Lectures, seminars and screenings	Case Study Essay	4,000 words	100%	End Sem 1	**Tom Donnelly**
MFC 6322: Professional Learning Through Work	Initial seminar, periodic review seminars and support/tutorials	Final project report Presentation	3,000 words 10 mins	75% 25%	End Sem 2 End Sem 2	TBC
MFC 6404: Advanced Short Film Production (40 credits)	Lectures/tutorials/work-shops and tutorials	Short Film Artefact (Group) Evaluative Report & Portfolio (Individual)	10 mins 2,000 words	75% 25%	End Sem 2 End Sem 2	**Ricardo Barker** Liz Rymer
MFC 6564: Transmedia Production (40 credits)	Workshops, breakout sessions and group consultancy	Individual pitch Group transmedia production prototype Transmedia Production across real time Individual Commentary	1,000 words n/a n/a 1,000 words	15% 20% 50% 15%	End Sem 1 End Sem 1 End Sem 2 End Sem 2	**Liz Cable** Jason Scott Visiting Lecturers
MFC 6602: Negotiated Study Module	One-to-one supervision/ seminars	Reading / Research log Negotiated Assessment	1,000 words 3,000 words / equivalent	25% 75%	End Sem 1 End Sem 2	**TBC**

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
BMM 6242: Marketing Strategy and Planning	Lectures, tutorials / case study work and break-out sessions	4 x online scenario-based activities	30 mins each	4 x 5%	During Sem 1	**Nick Beaton**
		Individual presentation	15 mins	10%	Mid-Sem 1	
		Marketing plan	3,000 words	70%	End Sem 1	
BMM 6302: Entrepreneurship and Creativity	Lectures/seminars and workshops	Dragon's den presentation (individual or group)	15 mins	25%	Mid-module	**Hurol Ozcan**
		Business Plan	3,000 words	75%	Module end	
BMM 6582: E-Business and E-Marketing	Lectures, tutorials / case study work and break-out sessions	Interim report	1,000 words	25%	During Sem 1	**Nick Beaton**
		Case study report	3,000 words	75%	End Sem 1	
BMM 6502: International Marketing	Lectures, tutorials/case study work and workshops	4 online scenario-based activities	30 mins each	4 x 5%	During Sem 2	**Mark Sebright**
		Individual presentation	15 minutes	10%	Mid-Sem 2	
		Marketing Plan	3,000 words	70%	End Sem 2	
BMM 6482: Leadership	Lectures/workshops, independent group work/learning sets and tutorials	Individual presentation	10 mins	20%	Mid-Sem 2	**Emma Roberts**
		Report	3,000 words	80%	End Sem 2	
BMM 6462: Business Ethics	Lectures and workshops	Individual report	4,000 words	100%	End Sem 2	TBC
JOU 6992: PR Management	Lectures and workshops	Presentation	10 mins	50%	End Sem 1	**Amy Lund**
		Portfolio	n/a	50%	End Sem 2	

Module number and name	Learning and teaching methods	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)
		Component form	Magnitude	Weighting and/or Pass/Fail	Timing	
SOC 6052: Performance, Culture and Communication	Seminars/workshops	Essay Report	2,000 words 2,000 words	50% 50%	Mid Sem 1 End Sem 1	**Kostas Maronitis**

NB: Programme-level assessment (PLA) applies to Levels 4 and 5 of this programme as follows (see s. 7a):						
MFC 4000 MFC PLA	–	TV Programme	2,000 words equivalent	100%	End Sem 2	**Elric Williams** Mike Best Glyn Middleton
MFC 5000 MFC PLA	–	TV Programme	2,000 words equivalent	100%	End Sem 2	**Elric Williams** Mike Best Glyn Middleton

7c) Programme learning outcomes covered

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Adjust LO codes as necessary. ↓
These must match module descriptors.

Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.

	Assessed learning outcomes of the programme													Skills development								
	K1	K2	K3	K4	K5	I1	I2	I3	I4	P1	P2	P3	P4	E1	E2	E3	E4	E5	E6	E7	E8	E9
	Media & Marketing sector	Contemporary debates	Research practices	Marketing in business	Communication technologies	Theory and practice	Analysis & problem solving	Research and Argument	Ethics and decision making	Communication skills	Production skills	Marketing analysis	Marketing plans	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
MFC 4000: Programme Level Assessment																						
MFC 4012: Professional Development and Placement	■			■						■	■			■	■	■	■	■	■		■	■
MFC 4022: Analysing Media and Culture	■	■				■	■	■						■		■	■	■				■
MFC 4342: Image Creation			■	■					■	■				■		■	■					
MFC 4362: Online Storytelling	■	■	■		■		■	■	■	■	■	■	■	■				■				■
MFC 4372: Online Platforms	■		■	■	■		■	■	■	■	■				■	■	■			■		
BMM 4422: Marketing Fundamentals	■	■	■	■		■	■			■				■		■	■		■			
LEVEL 5 CORE																						
MFC 5000: Programme Level Assessment																						
MFC 5012: Professional Development and Placement 2	■	■	■	■			■	■	■	■	■	■		■	■	■	■	■			■	
MFC 5032: Researching Media, Film and Culture	■	■	■	■			■	■		■				■	■		■					■
MFC 5582: Online Community Management	■	■	■	■		■	■	■	■	■	■	■	■			■	■	■		■		
BMM 5562: Marketing Communications	■	■	■	■	■		■	■		■	■	■	■	■		■	■	■			■	■

LEVEL5 OPTIONS																					
MFC 5042: Script to Screen			■		■	■	■			■	■			■	■		■	■	■		
MFC 5052: Radio and Podcast Production	■		■		■					■	■					■					
MFC 5062: Digital Effects	■	■			■	■		■		■	■	■		■		■		■		■	
MFC 5202: Documentary: Theory and Practice	■	■		■		■	■			■	■			■	■		■			■	
MFC 5572: Digital Narratives			■		■			■		■	■			■	■		■				
JOU 5992: PR in Practice	■	■		■		■	■			■	■			■	■				■		
MFC 5022: Media, Culture and Society		■	■				■	■	■					■			■			■	
MFC 5112: Understanding Disney	■	■				■								■	■		■			■	
MFC 5122: Myths, Meanings and Movies	■		■			■	■							■			■			■	
MFC 5132: Television Genres	■	■			■	■								■	■				■		
MFC 5632: Negotiated Study Module	■				■	■								■		■	■			■	
BMM 5292: Service Marketing	■	■		■	■		■							■		■			■		■
SOC 5052: Politics, Culture and Everyday Life	■	■	■	■		■								■	■			■		■	
LEVEL 6 CORE																					
MFC 6234: Media, Film and Culture Research	■	■	■			■	■	■	■	■	■			■		■	■	■	■		■
LEVEL 6 OPTIONS																					
BMM 6582: E-Business and E-Marketing	■	■	■	■	■	■	■	■	■					■	■				■		■
BMM 6242: Marketing Strategy and Planning	■	■	■	■	■	■	■	■	■					■	■		■	■	■		

Module																			
MFC 6022: Creative Media																			
MFC 6032: Radio and Podcast Production																			
MFC 6044: Advanced Documentary Production																			
MFC 6092: Contemporary Cultural Issues																			
MFC 6112: European Cinema																			
MFC 6162: Film and Television Adaptation																			
MFC 6172: Spiritualities, the Sacred and the Screen																			
MFC 6182: Science-Fiction																			
MFC 6202: Contemporary Cult Television																			
MFC 6322: Professional Learning Through Work																			
MFC 6404: Advanced Short Film Production																			
MFC 6562: Transmedia Production																			
MFC 6602: Negotiated Study Module																			
BMM 6302: Entrepreneurship and Creativity																			
BMM 6462: Business Ethics																			
BMM 6482: Leadership																			
BMM 6502: International Marketing																			

JOU 6992: PR Management																											
SOC 6052: Performance, Culture and Communication																											

8. Entry requirements

Honours degree programmes
Applicants should normally have achieved the following prior to registration for the programme: 5 academic or vocational qualifications, of which at least 2 should be GCE 'A' levels (or equivalent at level 3) and one should be GCSE English Language at grade C (or equivalent). Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus. For students whose first language is not English a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS) or equivalent test. Undergraduates need to have 6.0 overall in their IELTS with no component less than 5.5. Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Principles and Guidelines for the Recognition of Prior Learning.

9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s) (A certain level of attainment which <u>must</u> be achieved in a specific module; any mdules exempted from condonement, any deviation from the standard institutional stipulations for award classification, eg. exclusion of Level 4 module marks from Foundation Degree classification)
The following modules are exempted from condonement: MFC 4012 *Professional Development and Placement* MFC 5012 *Professional Development and Placement*.

10. Prerequisites

Details of modules which <u>must</u> be passed before enrolment on a module at a higher level
The specialist production option modules listed below are the only modules that require a pre-requisite. MFC 5042 *Script to Screen* is a pre-requisite for MFC 6404 *Advanced Short Film Production*: the Level 5 module provides key creative and practical skills and knowledge without which students will be at a disadvantage at Level 6. MFC 5042 *Script to Screen* or MFC 5202 *Documentary: Theory and Practice* are pre-requisites for MFC 6044 *Advanced Documentary Production* to ensure students have the required production film skills for this module. MFC 5052 *Radio and Podcast Production* is a pre-requisite for MFC 6032 *Radio and Podcast Production*: the Level 5 module provides key creative and practical skills and knowledge, without which students will be at a disadvantage at Level 6. MFC 5572 *Digital Narratives* is a pre-requisite for MFC 6564 *Transmedia Production*: the Level 5 module provides key creative and practical skills and knowledge without which students will be at a disadvantage at Level 6.

11.   External examining arrangements

External examining arrangements (eg. joint with another programme – extended duties for someone already in post – or separate, single/multiple examiners; if multiple examiners, which subjects / types of module are to be allocated to each; any PSRB requirements)
The duties of the three existing external examiners for the Media, Film & Culture programme area will cover this programme.

12.   Additional information

Details regarding arrangements in respect of any special features of the programme/scheme, (eg. a non-standard delivery pattern, study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees, constraints on out-of-programme optional module choices)
None

13.   Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
Students with disabilities will be welcomed on the course and all reasonable adjustments will be made wherever possible to accommodate their individual needs. Students with serious visual or hearing impairments may be unable to achieve some of the learning outcomes of some modules and wherever possible alternative forms of learning and assessment will be devised to compensate for this. The specific details of each individual student's needs can be discussed at the application stage.