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**
Academic Group *(or Cluster if clearer)*	**MFC**
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)*	**Certificate of Higher Education in Media and Marketing** **Diploma of Higher Education in Media and Marketing**
Honours type *(Single / Joint / Combined)*	**n/a**
Duration and mode(s) of study	**3 years; full-time**
Month/year of approval of programme	
Start date (this version) *(month and year)*	**September 2018**
Periodic review next due *(academic year)*	
JACS subject code(s) *(Level 3)* **(Please refer to HESA listing on AQO website)**	**P390**
UCAS course code & route code **(available from Admissions)**	**PN35**
SITS codes *(Course / Pathway / Route)* **(available from Student Administration)**	**MEDAMKT**
Delivery venue(s)	**Leeds Trinity University**

2. Aims of the programme

Rationale and general aims, including what is special about this programme *(from the student's and a marketing perspective)*
The aims of the programme are:

Deletion of SOC L5 module – Chair's action 14.2.18
Deletion/addition of modules – AG 25.1.19
JOU6002 change of semester delivery – AG Chair's Action 6.2.19
Structure error in option credits at level 6 from choose 40 to choose 60 credits - amended 25.2.19
IA – May 2019 (amended June 2019)
Digital skills removed from MFC5012, etc – AG 3.7.19
MFC5032 revision of LOs and assessments – AG 3.7.19

1. To prepare students for careers in the media, cultural and marketing industries by developing their knowledge and understanding of specific media and business sectors;
2. To develop 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 studen5ts in a systematic examination of the role of marketing in developing solutions to a variety of business and organizational problems;

4. To develop intellectual skills of critical analysis, evaluation, synthesis, hypothesis formulation and testing and problem solving;

5. To develop 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 the ability to undertake and complete independent research and study;

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

8. To help students 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 the critical and theoretical frameworks to that work;

10. To develop the ability to innovate and be creative, and to enable succesful planning 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)**
  – **practical skills specific to the subject (P)**
  – **employability skills (E)**

The 'K1', etc codes are used in section 7b) 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 critically analyse 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   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   The ability to employ media-specific practical skills (creative, technical and vocational) to production-based work and use theoretical frameworks to inform that work;

P3   Apply marketing analysis to a wide range of practical commercial challenges;

P4   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 learning outcomes for subsidiary awards set out in section 4 below.

3a   External benchmarks

Statement of congruence with the relevant published subject benchmark statements   *(including appropriate references to any PSRB, employer or legislative requirements)*
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	
	Generic Learning outcomes for the award of <u>Certificate of Higher Education</u>:
The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.	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.
	Generic Learning outcomes for the award of <u>Diploma of Higher Education</u>:
The assessment strategy is designed	

so that each of these outcomes is addressed by more than one module over Levels 4 & 5.	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 (providing a 'vertical' view through the programme)
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 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 students 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. Students also learn the skills necessary for creating and communicating stories across a variety of media. In addition, students gain an understanding of the core principles of marketing and, at the end of the first year, there will be opportunities to apply and extend that learning during your professional placement in a media or marketing related organisation.

At Level 5 students are encouraged to continue to gain further production skills and industry knowledge whilst starting to specialise. Through the option module choices it is possible to balance the programme towards more media-based knowledge or expand knowledge in marketing and / or PR.

By Level 6, students will be able to tackle larger projects more independently and the key focus for this will be the 40-credit research project as well as a specialist production module. Again, option choice allows the focus to be balanced towards more media content or more marketing. There is also the opportunity to build on previous placements and gain more work-place experience by selecting the Professional Learning Through Work module.

The combination of hands-on work-based experience, theory and practice (and theory into practice) study across all three levels enables students 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 (Joint Honours)

Duration: 3 years full-time / 6 years part-time
Total credit rating: 360 (180 ECTS)

Level 4 – with effect from September 2017

Core: Students are required to take:

MFC 4372	Online Platforms	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
MFC 4362	Online Storytelling	Sem 2	20 credits
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
Integrated Assessment Block*		Sem 2	

Level 5

Core: Students 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: Students are required to choose 20 credits from:

MFC 5042	Script to Screen	Sem 1 & 2	20 credits
JOU 5052	Radio and Podcast for Journalists	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: Students are required to choose 20 credits from:

MFC 5022	Media, Power, Culture	Sem 1 & 2	20 credits
MFC 5112	Understanding Disney	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	Service Marketing	Sem 2	20 credits

Level 6

Core: Students are required to take:

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

and are required to choose at least 20 credits from:

BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6582	e-Business and e-Marketing	Sem 2	20 credits

Option: Students are required to choose at least 60 credits from:

JOU 6002	Advanced Radio Production*	Sem 2	20 credits
MFC 6202	Contemporary Cult Television	Sem 1	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6582	e-Business and e-Marketing	Sem 1	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
MFC 6242	Negotiated Media Project	Sem 1 & 2	20 credits
MFC 6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC 6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC 6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC 6182	Science Fiction	Sem 1 & 2	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
BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
JOU 6992	PR Management	Sem 1 & 2	20 credits

Indicate as applicable:
* There is a prerequisite for enrolment on this module – see section 10.
+ The indicated module(s) are not available to visiting students.

7. Learning, teaching and assessment

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

This programme is consistent with 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 academic are theory modules 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 & 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.

Students engage in Integrated Assessment at Level 4. It brings students together from all MFC programmes to work together on projects requiring the application of the full range of their developing knowledge and skills. This project generally takes the form of a television programme presented as live and containing several pre-recorded pieces filmed on location. The Integrated Assessment is not independently credit-bearing but it is integral to the phase one roll-out of integrated assessment in that it is assessed and marked, and these marks fulfil 30 percent of the module learning objectives as noted in the structure above (*).

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7b) Programme learning outcomes covered

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.	K1 Media & Marketing sector	K2 Contemporary debates	K3 Research practices	K4 Marketing in business	K5 Communication technologies	I1 Theory and practice	I2 Analysis & problem solving	I3 Research and Argument	I4 Ethics and decision making	P1 Communication skills	P2 Production skills	P3 Marketing analysis	P4 Marketing plans	E1 Self-management	E2 Teamworking	E3 Business & sector awareness	E4 Problem-solving	E5 Communication	E6 Application of numeracy	E7 Application of IT	E8 Entrepreneurship/ enterprise	E9 Social, cultural & civic awareness
Assessed learning outcomes of the programme														**Skills development**								
Integrated Assessment Block	■			■						■	■			■	■	■	■	■	■	■	■	■
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 5012: Professional Development and Placement 2	■	■	■	■		■		■	■	■	■			■	■	■	■	■		■	■	
MFC 5032: Researching Media, Film and Culture	■	■	■	■		■	■	■		■				■		■	■	■				■
MFC 5582: Online Community Management	■	■	■		■	■	■	■	■	■	■	■	■			■	■	■		■	■	
BMM 5562: Marketing Communications	■	■	■	■	■	■	■	■						■	■	■	■			■		■
LEVEL5 OPTIONS																						

Course		
MFC 5042: Script to Screen		
JOU 5052: Radio and Podcast for Journalists		
MFC 5062: Digital Effects		
MFC 5202: Documentary: Theory and Practice		
MFC 5572: Digital Narratives		
JOU 5992: PR in Practice		
MFC 5022: Media, Power & Culture		
MFC 5112: Understanding Disney		
MFC 5132: Television Genres		
MFC 5632: Negotiated Study Module		
BMM 5292: Service Marketing		
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		
MFC 6242: Negotiated Media Project		
MFC 6032: Radio and Podcast Production		

Course
MFC 6044: Advanced Documentary Production
MFC 6092: Contemporary Cultural Issues
MFC 6162: Film & Television Adaptation
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
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
JOU 6002: Advanced Radio Production

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), with a minimum of 6.0 and with no component below 5.5, or accepted equivalent test. Full details of entry requirements are published by course on the Leeds Trinity website. 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 modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)
Undergraduate Taught Course Academic Regulations apply. 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 *Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.*
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 JOU 6002 *Advanced Radio 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. 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 or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate 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.