Form NP3

Leeds Trinity University

PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	**Leeds Trinity University**
Teaching institution	**Leeds Trinity University**
Professional accreditation body *(if applicable)*	**n/a**
Final award *(eg. BA Hons)*	**BA Hons**
Title of programme(s)	**Media and Marketing (Single Honours)**
Subsidiary award(s) *(if any)*	
In the case of a Scheme of Study, the other Scheme(s) with which it may be combined	**n/a**
Duration and mode(s) of study	**3 years full-time**
Start date (this version) *(month and year)*	**September 2014**
Periodic review next due *(acad. year)*	**2015-16**
UCAS course code & code name	**PN35**
Delivery venue(s)	**Leeds Trinity**

2. Aims of the programme

Rationale and general aims
The aims of the scheme are: 1. To prepare students for careers in the media, cultural and marketing industries through the development of knowledge and understanding of specific media and business sectors; 2. To develop students' 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 students 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 foster the development of 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 students' capacity to undertake and complete independent research and study;

7. To raise students' awareness of ethical debates and issues and to stimulate a sensitivity to these 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 foster student development of creative, technical and vocational skills and to enable students to apply critical and theoretical frameworks to that work;

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 to 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 a 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.

Statement of congruence with the relevant published subject benchmark statements
(including appropriate references to the FHEQ and any PSRB, employer or legislative requirements)

All new programme submissions should be accompanied by copies of external advisory and regulatory documents relevant to the programme.

Objectives for the Media and Marketing (SH) scheme have been cross-referenced to, and are consistent with, the subject benchmark statements for 'Communication, Media, Film and Cultural Studies'.

4.   Learning outcomes for subsidiary awards

This section should be retained verbatim in all honours degree programme specifications. Sets of standard wording for programme specifications for foundation degrees are available from AQSO.

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
(providing a 'vertical' view through the programme)

The Media and Marketing programme has been designed to develop deep understanding of the media and marketing industries and to support students who want to work in the broad range of careers on offer in those areas.

The programme content has been developed in recognition of the technology-driven innovations which have fostered ever closer links between these two sectors, particulary 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.

The first year is made up of all core modules, three of which focus specifically on practical skills relevant to working in the media and marketing industries. Sector awareness is also developed, alongside relevant theoretical context. Finally, the Professional Development and Placement module begins the vital development of employability skills and encourages students to consider in detail how they might apply their studies to industry before they embark on a placement at the end of the year.

Students are introduced to a range of media skills, in particular online and digital skills, along with media theory, key marketing theories and marketing practice.

Visual Branding supports students in developing digital imaging, DTP, website and mobile design skills while *Online Research and Content Generation* focuses more specifically on the development of a variety of content for web and social media use.

Marketing Fundamentals, meanwhile, provides an introduction to the use of market research and market analysis, as well as the theory and practice of service and retail marketing.

Analysing Media and Culture focuses on the study of media and culture from a variety of critical, historical, analytical and theoretical perspectives while *Mapping the Media Landscape* is an academic module which looks closely at various media industries and roles both from an historical and a contemporary perspective.

Throughout Level 4 a range of transferable skills are developed and practised including effective communication, ICT applications, self management, autonomous learning and team working.

As the programme progresses, students are able to deepen both their theoretical knowledge and practical skills and are able to develop more specialist areas of knowledge with specific careers in mind.

At Level 5, the core *Social Business and the Sharing Economy* provides a comprehensive guide to the changing nature of the workplace, and of business models, in a socially and digitally connected world, focusing on how online connectivity is changing the way business in conducted.

Practical marketing skills are further developed in *Marketing Communications*, while understanding of media context, issues and theories, along with the academic research skills necessary for progression to the Level 6 dissertation are all explored in *Researching Media, Film and Culture*.

In terms of options modules, students can choose whether to increase their marketing knowledge through the selection of *Services Marketing* or take more media-focused pathway, including the *Documentary: Theory and Practice* module, which develops story-telling and content sharing skills.

At Level 6 core modules provide advanced level knowledge related to strategic marketing communications and e-business & e-marketing, as well as requiring students to undertake a 40-credit Media Research dissertation.

Student select options from both a marketing / business pathway and a media pathway allowing them to build on knowledge and skill s in Level 5 and to develop advanced and independent study skills.

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 (Single Honours)

Duration: 3 years full-time / 6 years part-time
Total credit rating: 360

Level 4 – with effect from September 2014

BMM4452	Professional Development and Placement 1	Sem 2	20 credits
BMM4422	Marketing Fundamentals	Sem 1	20 credits
MFC4022	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC4322	Online Research and Content Generation	Sem 1	20 credits
MFC4342	Visual Branding	Sem 1 & 2	20 credits
MFC4042	Mapping the Media Landscape	Sem 2	20 credits

Level 5 – with effect from September 2015

Core: Candidates are required to take:

MFC5552	Social Business & the Sharing Economy	Sem 1	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
BMM5402	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC5032	Research Media, Film and Culture	Sem 1 & 2	20 credits

Candidates are required to choose 40 credits from:

MFC5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
BMM5292	Service Marketing	Sem 2	20 credits
MFC5022	Media, Culture & Society	Sem 1 & 2	20 credits
MFC5112	Understanding Disney	Sem 1 & 2	20 credits
MFC5122	Myths, Meaning & Movies	Sem 1 & 2	20 credits
MFC5062	Digital Effects	Sem 1 & 2	20 credits

Level 6 – with effect from September 2016

Core: Candidates are required to take:

BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
MFC6074	Media Research A	Sem 1 & 2	40 credits
BMM6452	e-Business and e-Marketing	Sem 2	20 credits

And are required to choose 20 credits from:

BMM6432	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM6452	Professional Learning Through Work	Sem 1 & 2	20 credits
BMM6462	Business Ethics	Sem 1	20 credits
BMM6482	Leadership	Sem 2	20 credits
BMM6502	International Marketing	Sem 1	20 credits

And are required to choose 20 credits from:

MFC6022	Creative Media	Sem 1 & 2	20 credits
MFC6042	Advanced Documentary Production	Sem 1 & 2	20 credits
MFC6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC6172	Spiritualities, the Sacred and the Screen	Sem 1 & 2	20 credits

† 'Spanning' modules whose delivery and assessment takes place across two academic years must be clearly labelled as such.
Where delivery of modules is sequential, block numbers should be indicated rather than semesters.

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 embedding the principle of active learning in its work.

The Department aims to provide a distinctive learning experience:
i)   by fostering vocationally oriented aspects of learning wherever possible;
ii)   by engaging students with issues of ethics and values in appropriate curriculum contexts;
iii) by enabling students to become effective lifelong learners and global citizens.

Programmes and schemes offered by the Department will meet the requirements of relevant policy documents, particularly the QAA Framework for HE Qualifications, relevant QAA Subject Benchmark Statements, Leeds Trinity's Strategic Plan and Leeds Trinity's Learning, Teaching and Assessment Strategy

The structure and content of the core academic/theoretical modules are designed so that from one level to the next, material is offered in a logical, coherent and progressive fashion which progresses student learning and critical understanding of the subjects. Modules at each level and from one level to the next relate one to each other in a manner which properly informs students of contemporary issues and practices, while simultaneously working to raise students' intellectual capacities to higher levels of inquiry.

Basic skills relevant to the professional/vocational element of the programme are introduced in the level 4 "practical" modules MFC4322 Online Research and Content Generation, MFC4342 Visual Branding and BMM4422 Marketing Fundamentals. These modules enable students to make an informed choice at level 5 and level 6 with regard to option modules.

An understanding of the ethical issues relating to media and marketing is built into the course throughout the core and core preference modules.

Group work is an integral part of the programme. This is consonant both with the subject benchmarks and the working practices of professional employment.

The Marketing content of the programme is explicitly vocational. The programme focuses on essential knowledge acquisition at Level 4, more detailed and specific subject knowledge acquisition and application at Level 5 and advanced subject knowledge at Level 6, where the emphasis is on the application of higher level intellectual skills including critical thinking, analysis, evaluation, synthesis and hypothesis formulation.

Techniques of research, analysis and evaluation are a distinctive element of higher education. The academic media core modules and strands at levels 4 and 5 provide the opportunity for students to learn higher level skills of analysis and critical thinking. At level 6 students apply their learning from levels 4 & 5 through independent but supported in-depth study. In Level 6, the emphasis is on learning rather than teaching with students exercising choice in terms of modules and managing their own workload in a supportive environment.

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.

Assessment in the programme:
1. uses a variety of written forms and practical activities and productions in order to reflect the academic and vocational elements of the programme;
2. uses a combination of coursework in order to test students' ability to work to different time-scales and within different constraints;
3. uses forms of work which are modelled on related professional practice as far as is consistent with working conditions and the requirements of effectiveness;
4. as a consequence of 3, is applied to group work only in strictly controlled situations;
5. progressively moves from testing breadth to depth of knowledge, understanding and skills;
6. as a consequence of 5, progressively limits the number of items per module required for assessment.
7. reflects the university's mission by its concern with development and the affirmation of individual learners;
8. achieves effectiveness by means of university procedures, policies and guidelines for design, marking and administration of processes.

The assessments in this programme are all in line with the university's assessment tariff (as adopted 2014). In determining the appropriate form of assessment for each module due regard was given to the nature of the module and the best means of enabling student to demonstrate they have met the objectives.

7b) Module details

Module number and name *Include both as shown below*	Learning and teaching methods *These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study & Placement/study abroad.*	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)	Venue (if not Leeds Trinity premises)
		Component form *Each must be easily classifiable into one of the three KIS categories of Written exams, Coursework & Practical exams.*	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
Level 4 Core							
BMM4422 Marketing Fundamentals	Lectures Tutorials Break-out sessions	Weekly online quizzes x 7 Coursework report	30 mins each 2,000 words	10% each 65%	Mid-module End of Module	**Nick Beaton**	
BMM4452 Professional Development and Placement 1	Lecture and workshop Individual meetings Placement	Portfolio Placement Report	1,000 words Normally 6 weeks 2,500-words	40% Pass/Fail 60%	End of module May / June After Placment	**Emma Roberts**	
MFC4022 Analysing Media and Culture	Lectures Seminars	Portfolio Essay	2,000 words 2,000 words	50% 50%	During Sem 1 End of Sem 2	**John Poulter**	
MFC4322 Online Research and Content Generation	Workshops	Essay Portfolio	1,000 words 2,000 words	40% 60%	Mid-module End of module	**Liz Cable**	
MFC4342 Visual Branding	Lectures Workshops	Portfolio Portfolio	1,500 words 2,500 words	40% 60%	End of Sem 1 End of Sem 2	**James Rothschild**	
MFC4042 Mapping the Media Landscape	Lectures Seminars	Proposal Group Presentation	1000 words 10 minutes	25% 75	During Sem 2 End of sem 2	**Elric Williams**	

Module number and name *Include both as shown below*	Learning and teaching methods *These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study & Placement/study abroad.*	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)	Venue (if not Leeds Trinity premises)
		Component form *Each must be easily classifiable into one of the three KIS categories of Written exams, Coursework & Practical exams.*	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
Level 5 Core							
MFC5552 Social Business and the Sharing Economy	Lectures Tutorials / Case Study work Group consultancy	Portfolio 1 Portfolio	1,000 words 3,000 words	25% 75%	During first half of module End of module	**Liz Cable**	
BMM5562 Marketing Communications	Lectures Tutorials Workshops / Practical sessions	Group presentation Individual report	25 minutes 2,000 words	40% 60%	2nd half of module End of module	**Nick Beaton**	
BMM5402 Professional Development & Placement 2	Lectures Workshops Individual meetings Placement	Portfolio Placement Report	1,500 words Normally 6 weeks 5,000 words	30% Pass / Fail 70%	End of Sem 1 Jan-Feb After Placement	**Hurol Ozcan**	
MFC5032 Researching Media, Film and Culture	Lectures	Group presentation Project proposal	1 x 10 min 2,500 words	50% 50%	End of Sem 1 End of Sem 2	**Stefano Odorico**	
Level 5 Options (1)							

Module number and name *Include both as shown below*	Learning and teaching methods *These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study & Placement/study abroad.*	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)	Venue (if not Leeds Trinity premises)
		Component form *Each must be easily classifiable into one of the three KIS categories of Written exams, Coursework & Practical exams.*	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
MFC5202 Documentary: Theory and Practice	Lectures Tutorials	Artefact Report	2,000 words equiv 2,000 words	50% 50%	End of Sem 2 End of Sem 2	**Graham Roberts**	
BMM5292 Services Marketing	Lectures Tutorials / Case Study work Break-out sessions	Case study report Multiple choice online quizzes x 6	2,500 words 30 mins each	70% 30%	End of module During module	**Nick Beaton**	
MFC5022 Media, Culture and Society	Lectures Seminars	Essay Essay	2,000 words 2,000 words	50% 50%	End of Sem 1 End of Sem 2	**John Poulter**	
MFC5112 Understanding Disney	Lectures Seminars Workshops	Portfolio Essay	1,500 words 2,500 words	40% 60%	Sem 1 Sem 2	**Jason Scott**	
MFC5062 Digital Effects	Lectures Workshops	Essay Portfolio	2,000 words 2,000 words equiv	50% 50%	End of Sem 1 End of Sem 2	**James Rothschild**	
MFC5122 Myths, Meanings and Movies	Lectures Seminars Workshops	Essay	4,000 words	100%	End of Sem 2	**Maggie Roux**	

Module number and name *Include both as shown below*	Learning and teaching methods *These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study & Placement/study abroad.*	Assessment				Teaching staff (Module co-ordinator shown as first name, in **bold** script)	Venue (if not Leeds Trinity premises)
		Component form *Each must be easily classifiable into one of the three KIS categories of Written exams, Coursework & Practical exams.*	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		

Level 6 Core							
BMM6242 Marketing Strategy and Planning	Lectures	Company Report	2,000 words	50%	End of module	**Nick Beaton**	
	Tutorials / Case Study work	Marketing Plan	2,000 words	50%	End of module		
	Break-out sessions						
MFC6074 Media Research A	Workshops		8,000 words	100%	End of Sem 2	**John Poulter**	
	Tutorials	Essay					
BMM6452 e-Business and e-Marketing	Lectures	Report	4,000 words	100%	End of module	**Liz Cable**	
	Tutorials / Case Study work						
	Break-out sessions						
Level 6 Options (1)							
BMM6432 Entrepreneurship, Creativity and Innovation	Lectures	Presentation	15 mins each	40%	End of Sem 1	**Hurol Ozcan**	
	Workshops	Business Plan	3,000 words	60%	End of Sem 2		
BMM6452 Professional Learning Through Work	Tutorials	Project Proposal	1,000 words	30%	First half of Sem 1	**Mike Walker**	
	Online/telephone support	Project Report	3,000 words	50%	End of Sem 2		
		Oral Presentation	10 mins each	20%	End of Sem 2		
BMM6462 Business Ethics	Lectures	Individual Report	4,000 words	100%	End of module	**Mike Walker**	
	Workshops						

Module number and name *Include both as shown below*	**Learning and teaching methods** *These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study & Placement/study abroad.*	**Assessment**				**Teaching staff** (Module co-ordinator shown as first name, in **bold** script)	**Venue** (if not Leeds Trinity premises)
		Component form *Each must be easily classifiable into one of the three KIS categories of Written exams, Coursework & Practical exams.*	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		

BMM6482 Leadership	Lectures Workshops Independent group work Tutorials	Individual Presentation Report	10 mins each 3,000 words	20% 80%	Mid-module End of Module	**Emma Roberts**	
BMM6502 International Marketing	Lectures Tutorials / Case Study work Break-out sessions	4 x scenario-based e-learning activities Individual presentation Marketing Report	30 min each 15 minutes 3,000 words	20% 10% 70%	Weeks 3, 5, 7, and 9 Mid-module End of Module	**Nick Beaton**	
Level 6 Options (2)							
MFC6022 Creative Media	Lectures Tutorials	Presentation Artefact	5 mins each 3,500 words	25% 75%	During Sem 1 End of Sem 2	**Elric Williams**	
MFC6042 Documentary Production	Lectures Tutorials	Artefact Report	2,500 words equiv 2,500 words	60% 40%	During Sem 2 End of Sem 2	**Graham Roberts**	
MFC6172 Spiritualities, the Sacred and the Screen	Lectures Seminars	Essay	4,000 words	100%	End of Sem 2	**Maggie Roux**	

c) Programme learning outcomes covered

NP3 Media & Marketing: C) Course Outcomes Covered

	K1 M&M Knowledge	K2 Contemporary debates	K3 Media research & comms	K4 Commercial challenges	K5 IT & Communication	I1 Theory & Critical Analysis	I2 Evaluate and find solutions	I3 Data analysis and critical reasoning	I4 Ethics and decision making	P1 Communication Skills	P2 Production based work	P3 Marketing analysis	P4 Marketing and communication 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
Green is CORE, red is OPTIONAL																							
Level 4 Core																							
BMM4452															CORE	CORE	CORE	CORE	CORE		CORE		CORE
BMM4422	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE							CORE		CORE		CORE	CORE		CORE	CORE
MFC4022	CORE	CORE	CORE			CORE	CORE	CORE		CORE					CORE				CORE				
MFC4322	CORE		CORE		CORE	CORE	CORE			CORE	CORE	CORE	CORE		CORE				CORE	CORE	CORE		CORE
MFC4342	CORE		CORE			CORE	CORE	CORE		CORE	CORE	CORE			CORE	CORE	CORE	CORE		CORE		CORE	CORE
MFC4042	CORE	CORE			CORE		CORE		CORE	CORE					CORE	CORE	CORE		CORE				CORE
Level 5 Core																							
MFC5552	CORE	CORE	CORE	CORE		CORE	CORE	CORE	CORE		CORE		CORE		CORE		CORE	CORE	CORE			CORE	CORE
BMM5562	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE						CORE				CORE	CORE	CORE		CORE
BMM5402						CORE									CORE		CORE		CORE		CORE		CORE
MFC5032	CORE	CORE	CORE	CORE		CORE	CORE	CORE	CORE	CORE					CORE			CORE	CORE				CORE
Level 5 Options																							
MFC5022	OPTION	OPTION	OPTION			OPTION	OPTION	OPTION	OPTION	OPTION						OPTION							OPTION
MFC5122	OPTION	OPTION	OPTION			OPTION	OPTION	OPTION	OPTION	OPTION					OPTION			OPTION	OPTION				
MFC5202	OPTION			OPTION				OPTION	OPTION	OPTION	OPTION	OPTION			OPTION	OPTION	OPTION			OPTION			
BMM5292																							
MFC5112	OPTION	OPTION	OPTION			OPTION	OPTION	OPTION	OPTION	OPTION					OPTION			OPTION	OPTION				

NP3 Media & Marketing: C) Course Outcomes Covered

Green is CORE, red is OPTIONAL	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
	M&M Knowledge	Contemporary debates	Media research & comms	Commercial challenges	IT & Communication	Theory & Critical Analysis	Evaluate and find solutions	Data analysis and critical reasoning	Ethics and decision making	Communication Skills	Production based work	Marketing analysis	Marketing and communication plans		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
Level 6 Core																							
BMM6242	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE						CORE				CORE				
MFC6074	CORE	CORE	CORE		CORE	CORE	CORE	CORE	CORE	CORE					CORE			CORE	CORE				CORE
BMM6582/6452	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE	CORE						CORE		CORE				CORE		CORE
Level 6 Options																							
MFC6022					OPTION	OPTION			OPTION	OPTION	OPTION				OPTION		OPTION	OPTION	OPTION		OPTION	OPTION	OPTION
MFC6042	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION	OPTION		OPTION	OPTION	OPTION	OPTION		OPTION	OPTION	OPTION	
MFC6092	OPTION	OPTION	OPTION	OPTION		OPTION	OPTION	OPTION	OPTION						OPTION		OPTION	OPTION	OPTION				OPTION
MFC6172	OPTION														OPTION		OPTION	OPTION	OPTION			OPTION	OPTION
BMM6432	OPTION	OPTION		OPTION		OPTION		OPTION	OPTION			OPTION	OPTION		OPTION		OPTION	OPTION	OPTION				
BMM6452				OPTION			OPTION	OPTION	OPTION						OPTION	OPTION	OPTION	OPTION	OPTION			OPTION	OPTION
BMM6462	OPTION	OPTION	OPTION	OPTION		OPTION	OPTION	OPTION	OPTION						OPTION	OPTION		OPTION	OPTION				OPTION
BMM6482		OPTION			OPTION		OPTION	OPTION	OPTION						OPTION	OPTION			OPTION				OPTION
BMM6502	OPTION	OPTION		OPTION	OPTION			OPTION	OPTION								OPTION	OPTION	OPTION	OPTION			OPTION

8. Entry requirements

A strong rationale must be provided for any deviation from the following norms; as a minimum, the "Other non-certificated requirements…" section must be completed:

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 6) 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, eg. the International English Language Testing Service (IELTS) and the Test of English as a Foreign Language (TOEFL). *Other non-certificated requirements…* 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 Accreditation 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)
To progress to Level 5: 120 credits at Level 4. The 20-credit Professional Development and Placement module is not eligible for condoned failure. To progress to Level 6: 120 credits at Level 5. The 20-credit Professional Development and Placement module is not eligible for condoned failure.

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 PDPM modules at Levels 4 and 5 must been and are not eligible for condoned failure. This is standard procedure across Leeds Trinity University.

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)
This programme is overseen by external examiner Carole Poole. Some individual theory modules are view by a second MFC external examiner, Steve Jones. The individual BMM modules are alos overseen by BMM external examiners.

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)
Students will have the choice of three types of placement for their work experience 6 weeks in each year, all dependent on successful application and interview.   1. An external work experience placement.   2. A work experience placement with Trinity Vision as part of our professional media production agency.   3. The opportunity to complete their own project or work on their own business supported and mentored within the new Enterprise and Inubation Centre.

13.   Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme   (Key aspects of the Equality Impact Assessment for the Department – see Internal Audit Form NP2G for further details)
Students with disabilities will be welcomed on the course and reasonable adjustments will be made wherever possible to accommodate their individual needs. Students with visual or hearing impairments might have difficulty accessing certain professional pathways involving practical production work and these will be addressed as individual cases arise. Some students with physical impairments might encounter difficulties with using production equipment. In some cases this might require personal assistance.