



## Course Information Form

This Course Information Form provides the definitive record of the designated course

### General Course Information

Course Title	Journalism, Marketing and Public Relations Journalism, Marketing and Public Relations (with Professional Practice Year)
Qualification	BA (Hons)
FHEQ Level	6
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	AA University Square Campus
Mode(s) of Study and Duration	Three years full time Full-time with professional Practice Year over 4 years
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Not Applicable
UCAS Course Code	P500
External Benchmarking	QAA Communication, Media, Film and Cultural Studies (2016). QAA The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2014) level descriptors 4,5,6.
Entry Month(s)	September

#### Why study this course

This course gives you the opportunity to develop the analytical and creative skills needed by modern journalists and public relations professionals and to master a range of multimedia tools to publish both journalistic and marketing content.

#### Educational Aims

This course blends an understanding of practical journalism with a solid insight into the worlds of marketing and public relations. The journalism section of the syllabus includes news-gathering, news and feature writing, as well as cross-industry editorial and production skills. You will study newspaper, magazine and newsletter publishing in print and online. The public

relations and marketing sections of the syllabus is both practical and theoretical and include a full range of integrated activities.

During the course you will benefit from teaching staff who have worked or continue to work in local, regional, national or international journalism, marketing and PR; exploit excellent opportunities through the ability to study across two faculties; enjoy access to a dedicated newsroom equipped with the latest technology; and gain the opportunity to study marketing and e-Business.

Many journalists, marketing and public relations consultants enjoy careers that move between all three areas. For example, several high profile journalists have spent time working for various governments communications departments. Journalists increasingly have to have social media-related marketing skills.

You will learn how to research for a variety of purposes including finding a target market for a news piece or feature article, gathering the facts for that story, or determining the requirements of a PR client and who to target in the media or general public to achieve their business goals. You should also learn to present your work competently using a variety of media tools from magazines to websites. In many of the units you will practice working in teams with other students, devising reports, business plans or media products together. You are also expected to demonstrate in teams and in your own individual work the ability to develop new, commercially viable products and services either to meet the needs of existing enterprises or to fit new gaps in the marketplace.

### Course Structure

The Units which make up the course (including the Professional Practice Year as applicable) are:

Unit Code	Level	Credits	Unit Name	Core or option
MED011-1	4	30	Reporting and Writing	C
MED002-1	4	30	Introduction to the Journalism Industry	C
TBC	4	15	Introduction to Digital Marketing and Analytics	C
MAR011-1	4	15	Consumer Behaviour	C
TBC	4	30	Using Data to Build Business Practice	C
new	5	30	Law, Regulation & Public Administration	C
MAR009-2	5	15	Public Relations and Media Interface	C
MAR021-2	5	30	Marketing Communications in the Digital Age	C
MAR016-2	5	15	Brand Management	C

new_JN	5	30	Journalism Newsdays	C
MED066-2	5	0	Professional Practice Year (subject area Culture and Communications)	O
MED020-3	6	30	Ethics and Journalism	O
MED012-3	6	30	Magazine and Online Publishing	O
MAR015-3	6	15	Public Relations Ethics and CSR	C
MAR020-3	6	30	Topical Marketing Communications Practice	C
MAR013-3	6	15	Digital Communications Strategy	C
new	6	30	Short Practical Special Project CnC	Option
new	6	30	Short Dissertation Special Project CnC	Option

Each year consists of 120 credits; to satisfy the credit volume of the course you have to complete all core units and choose:

- One between MED020-3 and MED012-3
- One of the two 30 credits project units offered at level 6

### Course-Specific Regulations

#### Entry requirements

Standard Entry Requirements

#### Additional Course Costs

None.

#### Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Use in-depth desk research and interviewing to produce and design high-quality journalistic content for magazines and other multimedia platforms or to produce reports and press releases on behalf of marketing and PR clients.
- Produce journalistic, marketing and PR work of a high standard both as self-starting individuals and in a variety of task-centred teams.
- Define and deliver innovative journalistic products and creative marketing and PR campaigns based on a sound understanding of the evolving economics of journalistic enterprises and the changing demands of clients.

## Course Learning Outcomes

Upon successful completion of this course, you should be able to:

1. Produce professional, publishable, accurate, correct, ethically and legally sound news, marketing and public relations output for social media, radio, print and online platforms, from a variety of sources to given outlines and deadlines, understanding and distinguishing the differing demands on journalists, marketing and the public relations industry, resulting from changing platforms and audiences and how to react to those demands.
2. Critically evaluate, analyse and employ a variety of news, feature-gathering, marketing and public relations techniques, working across multiple platforms.
3. Apply critical analysis of theories of journalism, marketing and public relations to the relevant industries and to your own work.
4. Have a thorough knowledge of appropriate organisations, powers, responsibilities and workings of UK civic governance and of the EU and a working knowledge of law, including court reporting, defamation, contempt and other areas essential to effective journalism.
5. Apply a systematic understanding of key aspects of the journalism, public relations and marketing industries, their regulation and place within society and within the global economy and to be able to effectively critically evaluate the way in which these industries are developing and overlapping.
6. Demonstrate a professional and self-disciplined approach, exercising initiative and personal responsibility in your work both as an individual and in groups, which should be performed in accordance with professional and ethical standards and conventions.
7. Display professional behaviour as an individual, in group work, and towards university staff and potential employers.

In order to qualify for the award of BA (Hons) Journalism, Marketing and Public relations (with Professional Practice year) students will need to meet all of the outcomes above and:

8. Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice

## PSRB details

### Learning and Teaching

In the first part of your degree we will set out for you in lectures the key facts and skills you need to master and give you the opportunity to practice them in workshops and learn more through relevant readings we provide. Your fellow students in second and third year will coach you in scheduled sessions to improve your performance and share their experiences. As your skills improve and you develop your understanding through the course of the degree, you will have increased opportunities to set your own goals and objectives, working alone and with teams in workshops and doing more independent research.

In the second half of your third year this culminates in a special project of your own design, overseen by a personal supervisor, which you produce on your own or in a team you choose. Alongside this in your third year you will balance the acquisition of critical academic theory related to marketing and PR with practical application when you are required to develop, present and defend your creative marketing and PR proposals to a panel of professionals.

Across each of the three years of on-campus study you will additionally have access to and involvement with real world practice through the Business School's 'Practice Weeks' initiative.

### **Assessment**

You will produce a broad range of work through this degree – in addition to work you produce for grading you will have the opportunity to get feedback from lecturers and your peers on a variety of “formative” tasks to help you prepare for the assignments and the world of work. Many assessments are practical, involving for example writing stories, press releases, producing magazines and managing websites, but there will also be essays and exams to let you demonstrate your grasp of key facts and legal knowledge to potential employers. All of your graded work will be given prompt written feedback and all lecturers also have office hours in which they can talk you through any difficulties you may have, point out ways for you to improve further and can give you advice on the writing you do for employers outside the classroom.

**Assessment Map**

Unit Code	C/o	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MED01 1-1										IT-PT					Cw-port
MED00 2-1									CW-ESS					EX-PT	
Using Data to Build Business Practice															
Consumer Behaviour							CW-ePort							Ex-OT	
Introduction to Digital Marketing and Analytics							IT								CW-CS
MAR00 2-1							GR								CB
MAR00 9-2						WR-I									CW-PORT
MED01 2-2								CW-ESS							IT-PT
MED02 0-2						CW-PORT								CW-PORT	
MEDxx x2 JN					CW-ESS									CW-PORT	
MAR01 6-2							WR-I							WR-I	



## Developing your employability

During the course you will benefit from teaching staff who have worked or continue to work in local, regional, national or international journalism, marketing and PR. The journalism, marketing and PR teams work closely with employers within the industry and the Careers and Recruitment Service at the University of Bedfordshire. These links result in talks which students at all levels are able to attend, practical professional experience events in which students are encouraged to take part, and enable every student to build contacts and network within their area of interest. All journalists have access to a group BREQ site established and maintained by the Course Leader, which offers career advice, practical skills, opportunities for work experience and contacts.

In your final year you will develop and present your ideas to top executives in a variety of professional Marketing and PR environments, on the in-house and the consultancy sides of the business. Not only have our students learned first-hand about contemporary PR practice – some have gained internships and in some cases full time employment as a direct result. The newly implemented Practice Weeks across the Business School similarly involve you with practical assignments for industry at all undergraduate levels.

Professional skills and values underpin this course and are an integral part of teaching and learning within all units. We assist every student to develop the ability to evaluate effectively and reflect on their own and work of others, and understand the demands and requirements of employers. Former graduates in relevant industries regularly return to outline their experiences, and discuss opportunities with current undergraduates, which is very valuable. Links have also been established for alumni unable to visit in person to communicate via email and social networking sites with current students.

### Professional Practice Year

Students who register for the degree with professional practice year will additionally attend a series of workshops and activities related to securing a suitable placement and compulsory briefings at the end of year 2 to ensure that all legal requirements for health and safety, safeguarding etc. training have been met. This will be explained more fully in your professional practice handbook once you have registered with the Careers and Employability Service's Student Development and Awards Team in your first year. If you will be working with children and/or vulnerable people you will be required to have a DBS check and undertake Safeguarding and Prevent training.

## After Graduation

Graduates of this course have gone on to pursue careers in magazine publishing, sports journalism, media research, local government, press offices, social media marketing, marketing and PR.

## Additional Information

## Student Support during the course

### Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
The promotion of the course is open and inclusive in terms of language, images and	Y	

location?		
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	N	If so indicate the anticipatory adjustments and arrangements here
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics <sup>1</sup> ?	N	If so then indicate the anticipatory adjustments and arrangements here
If the admission process involves interviews, performances or portfolios indicate how you demonstrate fairness and avoid practices that could lead to unlawful discrimination?	N/A	
Confirm that you have considered that the course learning outcomes and Graduate Impact Statements are framed in a non-discriminatory way.	Y	
Confirm that the course handbook makes appropriate reference to the support of disabled students.	Y	

<b>Administrative Information – Faculty completion</b>	
<b>Faculty</b>	<b>Creative Arts, Technologies and Science</b>
<b>Portfolio</b>	<b>UG Culture and Communications</b>
<b>Department/School</b>	<b>School of Culture and Communications.</b>
<b>Course Coordinator</b>	<b>Dr Paul Rowinski.</b>
<b>Trimester pattern of operation</b>	Oct starts Sem 1 – Sem 2 Feb starts Sem 2 – Sem 1
<b>PSRB renewal date (where recognised)</b>	
<b>Version number</b>	1/18
<b>Approved by (c.f. Quality Handbook ch.2)</b>	University Periodic Review

<sup>1</sup> Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

<b>Date of approval (dd/mm/yyyy)</b>	31/01/2018
<b>Implementation start-date of this version (plus any identified end-date)</b>	2018/2019
<b>Study model type (e.g. study centre)</b>	

Form completed by:

Name: ...Dr Paul Rowinski..... Date: December 1, 2017.....

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: ..... Date:  
.....

Course Updates		
Date (dd/mm/yyyy)	Nature of Update	FTQSC Minute Ref:

Administrative Information – Academic Registry completion	
<b>Route code (post approval)</b>	
<b>JACS / HECoS code (KIS)</b>	
<b>SLC code (post approval)</b>	
<b>Qualification aim (based on HESA coding framework)</b>	



## Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

### General course information

<b>Course Title</b>	<i>Journalism, Marketing and Public relations</i>
<b>Qualification</b>	<i>BA(Hons)</i>
<b>Route Code (SITS)</b>	<b>BAJPR-S</b>
<b>Faculty</b>	<i>CATS</i>
<b>Department/School/Division</b>	<i>School of Culture and Communications</i>
<b>Version Number</b>	<b>1/18</b>

### Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	MED00 2-1	MED01 1-1	NOT E		MED01 2-2	MAR0 2-1	MEDXX X-2	MAR01 6-2	MAR00 9-2	MED02 0-3	MED01 2-3	MAR02 0-3	MAR01 3-3	MAR01 5-3	MED06 6-2
Level	4	4	4	4	5		5	5	5	6	6	6	5		5
Credits	30	30	30	30	30		30	30	30	30	30	30	30		0
Core or option	C	C	C	C	C	C	C	O	O	C	C	C	O		O
Course Learning Outcome (number)															
1	LO1	LO1			LO1&2	LO1	LO1, LO2				LO1&2	LO1&2			
2		LO2					LO2				LO2	LO1&2			
3	LO2						LO1		LO2	LO1&2	LO2	LO1			
4	LO1				LO1&2	LO1& 2	LO2			LO2	LO2	LO2			
5	LO2						LO2		LO1&2	LO1&2	LO1	LO1			
6					LO1&2	LO1& 2	LO2				LO2	LO1&2			
7		LO1&2					LO2				LO2	LO2			
8															LO1&2

## Annex B: Named exit or target intermediate qualifications

*This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.*

### Section 1: General course information

<b>Intermediate Qualification(s) and titles</b>	<p><i>Specify the intermediate qualifications which are named exit or target qualifications (award types) AND what the qualification titles will be, as stated in the course information section of the associated CIF</i></p> <p><i>It is not necessary for the intermediate qualifications to have the same titles as the overall award, but the title must reflect the units taken to achieve it.</i></p>
<b>Mode(s) of Study and Duration</b>	<p><i>Indicate whether each intermediate qualification will be offered full time, part time or both, and the standard amount of time a student will take to complete each target qualification.</i></p>
<b>Type of Intermediate Qualification(s)</b>	<p><i>State whether the intermediate qualifications are named exit and/or target awards.</i></p> <p><i>Students register for target awards at the commencement of their study. Named exit awards provide an opportunity to gain a named qualification when a student fails to complete the main qualification for which they were registered or because they do not achieve the requirements of their original main qualification.</i></p>
<b>Route Code(s) (SITS) of Intermediate Qualification(s)</b>	

### Section 2: Qualification unit diet

*One table to be used for each intermediate qualification*

<b>Confirmation of unit diet for:</b>	<i>Insert intermediate qualification and title</i>	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input type="checkbox"/>

List of units (if applicable):-



### Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

<b>Course (or intermediate) qualification and title</b>	BA(Hons) Journalism, Marketing and Public Relations									

FHEQ Descriptor for a higher education qualification	Higher Education Qualifications Framework (2014) FHEQ descriptors for levels 4, 5 and 6	Course Learning Outcome(s)									
		1	2	3	4	5	6	7			
Evaluate the appropriateness of different approaches to solving problems, related to their area of study and/or work (Level 4)		X		X		X	X	X			
Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments (Level 4)											
Undertake further training and develop news skills within a structured and managed environment (Level 4)				X		X	X				
Use a range of established techniques to initiate and undertake critical analysis of information and to propose solutions to problems arising from that analysis (Level 5)		X		x		X					
Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences and deploy key techniques of the discipline effectively (Level 5)			X				X				
Undertake further training, develop existing skills and acquire new competencies that will enable them to assume significant responsibility within organisations (Level 5)				X		X	X				
Apply the methods and techniques that they have learnt to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects (Level 6)			X	X	X	X					
Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete, to make judgement and to frame appropriate questions to achieve a solution – or identify a range of solutions – to a problem. (Level 6)				x		X					
Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences (Level 6)		x	X								

<b>Subject Benchmark Statement(s)</b>	Communication, Media, Film and Cultural Studies (2016) Business and Management (QAA, Subject benchmark).	<b>Evidence and/or Course Learning Outcome(s)</b> <i>How the course takes account of relevant subject benchmark statements</i>
<p>The QAA Subject benchmark statement for degree level courses in Communication, media, film and cultural studies states:</p> <p>As fields of study, Communication, Media, Film and Cultural Studies are distinguished by their focus on cultural and communicative activities as central forces in shaping social and economic, political, psychological and social life. Within these fields, degree programmes are characterised by a diversity of emphases. Titles may include, for example, advertising, broadcasting; communication studies; cultural studies; digital, film or screen studies; interactive media, journalism; media production; media studies; publishing and public relations. Programmes may focus on the social, the contemporary, the aesthetic, the historical, the technological, the practical production aspects of these forms, or a combination of them.</p> <p>Degree programmes within Communication, Media, Film and Cultural Studies share the broad aim of producing graduates who have an informed, critical and creative approach to these areas.</p> <p>In furthering students' academic and personal development, programmes within Communication, Media, Film and Cultural Studies are committed to developing critical and creative independence, flexibility, reflexivity, across individual and group work, and in critical and production work.</p>		<p>The 360 credits for the BA(Hons) in Journalism, Marketing and Public relations comprise a curriculum from which students graduating will be able to:</p> <ol style="list-style-type: none"> <li>1. Produce professional, publishable, accurate, correct, ethically and legally sound news, marketing and public relations output for social media, radio, print and online platforms, from a variety of sources to given outlines and deadlines, understanding and distinguishing the differing demands on journalists, marketing and the public relations industry, resulting from changing platforms and audiences and how to react to those demands.</li> <li>2. Critically evaluate, analyse and employ a variety of news, feature-gathering, marketing and public relations techniques, working across multiple platforms.</li> <li>3. Apply critical analysis of theories of journalism, marketing and public relations to the relevant industries and to your own work.</li> </ol>

<p><b>QAA Subject benchmark statement for degree level courses in Business and Management states:</b></p> <p>There is an expectation that degree programmes covered by this Subject Benchmark Statement should provide a broad, analytical and highly integrated study of business and management.</p> <p>Graduates should be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. Programmes emphasise understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk.</p>	<ol style="list-style-type: none"> <li>4. Have a thorough knowledge of appropriate organisations, powers, responsibilities and workings of UK civic governance and of the EU and a working knowledge of law, including court reporting, defamation, contempt and other areas essential to effective journalism.</li> <li>5. Apply a systematic understanding of key aspects of the journalism, public relations and marketing industries, their regulation and place within society and within the global economy and to be able to effectively critically evaluate the way in which these industries are developing and overlapping.</li> <li>6. Demonstrate a professional and self-disciplined approach, exercising initiative and personal responsibility in your work both as an individual and in groups, which should be performed in accordance with professional and ethical standards and conventions.</li> <li>7. Display professional behaviour as an individual, in group work, and towards university staff and potential employers</li> </ol>

The format of the following mapping tables may be adjusted.

Qualification Characteristic	<i>(insert title and year where appropriate)</i>	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>

Professional body or other external reference points	<i>(insert title and year)</i>	Evidence <i>How the course takes account of Professional body or other external reference points</i>