



## Course Information Form

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

### Section A: General Course Information

<b>Course Title</b>	MA Mass Communications with Project Management
<b>Final Award</b>	MA
<b>Route Code</b>	MACPMAAF
<b>Intermediate Qualification(s)</b>	
<b>FHEQ Level</b>	7
<b>Location of Delivery</b>	University Square Campus, Luton
<b>Mode(s) and length of study</b>	Full time over 24 months
<b>Standard intake points (months)</b>	October, February
<b>External Reference Points as applicable including Subject Benchmark</b>	QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies 2019 FHEQ 2016; SEEC Credit Level Descriptors 2016 QAA Masters Degree Characteristics, 2000
<b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b>	NA
<b>HECoS code(s)</b>	100444
<b>UCAS Course Code</b>	

<p><b>Course Aims</b></p>	<p>This course examines key issues of media and communication, introducing principles of cultural theories and media research methods, providing a broader understanding of how different aspects of the media interconnect.</p> <p>Project Management Units covers a wide range of Project functional areas so that you become knowledgeable and effective managers.</p> <p><b>Educational Aims</b> As the various elements of the mass media converge, it is increasingly appropriate to develop a broader understanding of how different aspects of the media interconnect. This course examines key issues of media and communication, introducing principles of cultural theories and media research methods, and Project management. For this course you must complete a series of units that address the central issues and concepts informing the study of the media in a cultural diverse environment as the nowadays society. The course offers units dealing with fundamental principles and topics of the subject area (e.g. Current research in mass communications; Media institutions, structure and policies; and Research Methods in the area of media); and a core unit focuses on international development. The course includes a final self-directed independent study project, in the form of a dissertation based on a research project. It is this project work that provides you with the opportunity to tailor the course to your own interests (subject to staff supervisory expertise).</p> <p><b>Theory underpinning practice</b> The course provides an opportunity to study the theories, which underpin the practice of media and communication. In some units (in particular in Current Research in Mass Communications and Media Institutions, Structures and Policies), theoretical aspects of media will be discussed through a range of case studies. The unit Media &amp; International Development provides an overview of the main issues in the field of global media in International Development through an interdisciplinary approach combining concepts of media studies and development studies. The unit will also critically analyse selected examples of past and current practices in development media, identifying trends and changes within the development media sector.</p> <p><b>Ethical understanding</b> Ethics content is integrated across the content through debates and case studies. Students develop their understanding of ethical issues pertaining to media and communication and their ability to assess the ethical implications of specific choices (e.g. in media policies). Techniques used include case studies selected from real media output, which can also promote engagement and self-reflection. In addition, students learn about research ethics (Research Methods unit) and in particular about plagiarism.</p>

<b>Course Learning Outcomes</b>	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below		
		<b>Outcome</b>	<b>Award</b>
	1	Demonstrate systematic knowledge and understanding of a range of key issues in the media discipline underpinned by skills in research, creativity, analysis and evaluation.	MA Mass Communications with Project Management
	2	Reflect critically on their own engagement with media.	MA Mass Communications with Project Management
	3	Articulate, evaluate and demonstrate knowledge of a range of historical and contemporary contexts, which have influenced media forms and institutions and synthesize this knowledge in autonomous analysis.	MA Mass Communications with Project Management
	4	Demonstrate knowledge of the interconnections between various aspects of the mass media and apply this knowledge to the analysis of specific cases.	MA Mass Communications with Project Management
	5	Identify, locate and critically appraise secondary and primary sources as a basis for independent research.	MA Mass Communications with Project Management
	6	Undertake an independent research project with a high degree of autonomy and self-management.	MA Mass Communications with Project Management
	7	Demonstrate a systematic understanding of and critically assess the external context in which modern organisations operate including economic, political, social and environmental change and the regulatory and governance trends impacting on different organisations.	MA Mass Communications with Project Management
	8	Demonstrate sensitivity to the complexity of implementing plans and of achieving change in organisations both because of individual and organisational obstacles and critically appraise the methods available to managers to handle this complexity.	MA Mass Communications with Project Management
9	Demonstrate a systematic understanding of career planning including factors of organisational and personal collaboration that impact on career trajectories, and be able to conduct a self-evaluation of oneself against relevant skills and organisational competences to establish a personal development plan that delivers personal and organisational performance impact.	MA Mass Communications with Project Management	

	10	Demonstrate knowledge and understanding of what goes into a research proposal , the rudiments of good research design at masters level and be able to produce work of a standard consistent with research publications in your field of study, communicating conclusions clearly to a specialist and non-specialist audience.	MA Mass Communications with Project Management
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**Teaching, learning and assessment strategies****Learning and Teaching**

The degree has been designed to equip students with an in-depth knowledge and understanding of the main debates in the field, and to enable them to apply this knowledge to the critical analysis of everyday media and communication. In doing so, it will also help you acquire the relevant practical, communicative and academic skills – such as written and oral communication skills, independent research, time management, self and peer evaluation and team-work – to pursue employment in a range of media and communication industries, as well as employment in other graduate professions.

The course has been carefully structured to ensure your individual development and learning through assessments, which form a part of your learning process and are relevant to your employability.

Close integration of theory and practice, the progressive nature of learning, assessment, feedback and progression, is at the heart of the teaching and learning strategy of MA Mass communications at the University of Bedfordshire. Units are delivered through a range of teaching and learning modes including: lectures, seminar and practical workshops.

Self-directed learning is an essential element of postgraduate studies. The pathway to self-initiated learning and research is introduced through course teaching and developed through assessment tasks and autonomous learning is encouraged throughout, culminating in the 'Final Project' unit which requires you to develop a dissertation based on a research project. Under the supervision of a tutor, you will have the opportunity to tailor the project to your own interests in the area of mass communications.

**Assessment**

The course is fully compliant with University regulations for assessment, mitigation, appeals and complaints. The assessment strategy is designed to provide students with the knowledge and skills that are required in a professional environment.

Assessments take a variety of forms including written work (essay, Academic, research proposal, dissertation) oral presentations, practical work (empirical research), and exams.

For some assessments there will be opportunity for formative feedback on assessments-in-progress before the assessment deadline and you are encouraged to integrate formative and summative feedback into your work in order to develop as mass media experts and academic researchers.

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<b>Learning support</b>	The University's comprehensive student support service includes: Student Information Desk, a one-stop shop for any initial enquiries; Student Support team advising and supporting those with physical or learning needs or more general student well being; Study Hub team providing academic skills guidance; Personal Academic Tutoring system; a student managed Peer-Assisted Learning scheme; support from your lecturers
<b>Admissions Criteria</b>	<p><a href="https://www.beds.ac.uk/entryrequirements">https://www.beds.ac.uk/entryrequirements</a></p> <p><b>Approved Variations and Additions to Standard Admission</b></p> <p>Applicants should have an Honours degree or equivalent from a recognised higher education institute, or a postgraduate qualification such as a Postgraduate Certificate in Mass Communications or the equivalent. Candidates with a considerable track record in journalism, who do not have a degree, will also be considered.</p> <p>International applications will be assessed using UKVI and University of Bedfordshire policy. Check English language requirements at: <a href="http://www.beds.ac.uk/english-language">www.beds.ac.uk/english-language</a></p>
<b>Assessment Regulations</b>	<p><a href="https://www.beds.ac.uk/about-us/our-university/academic-information">https://www.beds.ac.uk/about-us/our-university/academic-information</a></p> <p><b>Note: Be aware that our regulations change every year</b></p> <p><b>Approved Variations and Additions to Standard Assessment Regulations'</b></p> <p>NA</p>

## Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS060-6	Project Management	7	30	Core							TA 1	TA 1 2							
BSS064-6	Leading And Managing Organisational Resources	7	30	Core							TA 1 2	TA 2							
BSS074-6	Personal Professional Development	7		Core									TA 1						
CIS132-6	Developing Independent Research	7		Core										TA1					
MED026-6	Media and International Development	7	30	Core	TA 2		TA1												
MED028-6	Current Research in Mass Communications	7	30	Core	TA 1 2		TA1 2												
MED029-6	Media Institutions, Structures and Policies	7	30	Core	TA 1 2		TA2	TA1											
MED030-6	Research Methods	7	30	Core	TA 1				TA2										
MED031-6	Final Project in Mass Communications	7	60	Core	A1	A2	A1	A1	A2	A2									





## Section C: Assessment Plan

The course is assessed as follows :

### MACPMAAF-

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
BSS064-6	7	BLK1	Core	WR-I	3	WR-B	6				
BSS060-6	7	BLK2	Core	WR-I	3	PR-ORAL	6				
CIS132-6	7	BLK3	Core	CW-PORT	7						
BSS074-6	7	BLK4	Core	CW-PORT	7						
MED028-6	7	SEM1	Core	CW-ESS	8	CW-ESS	15				
MED030-6	7	SEM1	Core	CW-LR	6	CW-ESS	15				
MED026-6	7	SEM2	Core	PR-ORAL	7	CW-ESS	15				
MED029-6	7	SEM2	Core	WR-I	6	CW-PORT	15				
MED031-6	7	SEM3	Core	PJ-DIS	15	CW-JO	15				

### Glossary of Terms for Assessment Type Codes

CW-ESS	Coursework - Essay
CW-JO	Coursework - Journal
CW-LR	Coursework - Literature Review
PJ-DIS	Coursework - Dissertation Report
WR-I	Coursework - Individual Report

### Administrative Information

Faculty	Creative Arts Technologies and Science
School	School of Arts and Creative Industries*

Head of School/Department	Carlota Larrea
Course Coordinator	Marta Cola