

School of Humanities

Title of Programme: Mass Communications (INTI Subang)

Programme Code: HUISJMCS

# Programme Specification

This programme specification is relevant to students entering:  
01 January 2016

Associate Dean of School (Academic Quality Assurance):  
Marjolein Groefsema

Signature



# Programme Specification BA (Hons) Mass Communications

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	INTI Subang
<b>University/partner campuses</b>	INTI Subang, Malaysia
<b>Programme accredited by</b>	University of Hertfordshire
<b>Final Award</b>	BA (Hons)
<b>All Final Award titles</b>	Mass Communications
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	N/A
<b>Language of Delivery</b>	English

### A. Programme Rationale

Mass Communications is a growing area in South East Asia and there is demand for professional media graduates. The University of Hertfordshire is considered to be the leading player in the education sector in the region working with INTI College as a collaborative partner.

This franchise Programme is designed to recruit students who are interested in the way that Media Communications are becoming increasingly central to our everyday lives, and their intersection with the social, political and commercial spheres is of growing significance to our globalising world. The Programme seeks to prepare students for integration into the media industry, now one of the most dynamic sectors in the global employment market, academia or civil society. The Mass Communications BA draws on major schools and thinkers within the Humanities and Social Sciences, and equips students with critical theoretical and practical tools. Through the Mass Communications Programme, students will engage with some of the key debates relating to global and local media, and will consider the relationship between media organisations and contemporary society. However, it is primarily the media publishing focus that gives this programme a contemporary edge and will appeal to students who wish to work in the media industry.

This programme offers students a combination of vocational and theoretical skills to enable them to work in the creative media industries. This programme will give students hands on experience of working in the media industry and by the end of the course they will have developed a portfolio of work to show an prospective employer.

Professional practice is highly valued and graduates will have an understanding of professional practice including the ethical, regulatory and social responsibility of their role as a media practitioner.

### B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

**Additionally this programme aims to:**

- provide students with a structured sequence of modules through which they can develop their knowledge and understanding of topics in Mass Communications that will enable them to acquire an understanding of complex bodies of knowledge in these disciplines, together with the development of analytical techniques and problem-solving skills, the abilities to evaluate evidence, arguments and assumptions and to reach sound judgments and to communicate effectively;
- provide opportunities for students to acquire general transferable skills which are of relevance to a wide range of careers;
- create a supportive, academic and pastoral framework for students on the Programme.

### C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Computing: Communications, Media, Film and Televisions Studies: Linguistics and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching/learning methods & strategies	Assessment
<p>At Level 4,5 and 6:</p> <p>A1- a broad range of concepts, principles, theoretical and technical approaches to media and cultural forms at national and or international level.                      A2- the role of emergent technology in terms of media production, content manipulation, distribution, access and use;                      A3- An in-depth range of media texts and how they are applied in an academic and or professional context;                      A4- the legal, ethical and regulatory frameworks that affect cultural production, manipulation, distribution, circulation and consumption of media;                      A5- the cultural, ideological and/or historical elements of a range of media texts;</p>	<p>Acquisition of knowledge and understanding A1- A5 is through a combination of lectures, workshops, tutorial and guided learning. Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject. For example students will be required to read research papers for seminars and conduct primary research.</p> <p>Online directed learning could include watching videos, podcasts and online software tutorials.</p>	<p>Knowledge and understanding are assessed through a range of coursework including: reports, essays, case studies, presentations and media practice.</p>
Intellectual skills	Teaching/learning methods & strategies	Assessment
<p>At Level 4,5 and 6:</p> <p>B1- produce work showing capability in production</p>	<p>Intellectual skills are developed Intellectual skills B1- B5 are developed through assignments. Throughout, the</p>	<p>Intellectual skills are assessed through coursework. B2, B3, B5 are assessed by</p>

<p>technologies and communication structures for professional writing.          B2- evaluate, analyse, interpret and critically engage with a range of media texts;          B3- carry out various forms of research appropriate to the subject and develop sustained independent enquiry;          B4- consider the legal and ethical issues and processes in the relevant subject areas.          B5- consider and evaluate their own work in a reflexive manner with reference to academic and professional issues, debates and conventions.</p>	<p>learner is encouraged to develop intellectual skills further by independent study.</p> <p>We include peer to peer learning using online directed tasks encouraging students to contribute to online discussions, blogs, wikis podcasts to negotiate and consolidate learning.</p>	<p>essays reflective evaluations, reports, presentations and case studies.</p> <p>B1, B4, are assessed through the development of media products and simulated work-based assignments e.g. news articles or features, websites etc.</p>
---	--	---

Practical skills	Teaching/learning methods & strategies	Assessment
------------------	--	------------

<p>At Level 4,5 and 6:</p> <p>C1- communicate ideas, principles, theories and information effectively by oral and/or written and/or visual means with reference to academic and/or professional practice;          C2- have respect for the points of view of others;          C3- demonstrate knowledge of the legal and ethical frameworks;          C4- demonstrate research skills: the ability to extract, organize and selectively deploy relevant information;          C5- produce work which demonstrates an understanding of digital media, communication structures, audiences and registers;</p>	<p>Practical skills C1-C4 are developed through workshops and coursework assessments. Online directed learning could include taking part in online discussions, blogs, wikis or watching videos on You Tube, or podcasts.</p>	<p>Practical skills C1-C4 are assessed through a range of coursework including: reports, essays, case studies, presentations and media practice.</p>
--	---	--

Transferable skills	Teaching/learning methods &	Assessment
---------------------	-----------------------------	------------

	strategies	
<p>At Levels 4,5 and 6:</p> <p>D1- take responsibility for their own learning;  D2- work independently or in a group;  D3- manage time and/or people and resources effectively by drawing on planning, organizational and project management skills.  D4- use a range of information communication technology skills from basic competences such as word processing to more complex ones as appropriate to the media field;  D5- produce work which is informed by, and contextualised within relevant theoretical issues or debates.</p>	<p>Transferable skills D1-D6 are developed through coursework reports and group or individual projects.</p> <p>Directed independent study could include meeting with peers to prepare presentation or group work project eg video production.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum.</p>

## D. Programme Structures, Features, Levels, Modules, and Credits

The Programme is offered in full-time (3 years) mode, and leads to the award BA Degree with Honours in Mass Communications. Entry is normally at Level 4 (with A- level or equivalent qualifications), but is possible at Level 5 with suitable qualifications as detailed in section F. Intake is normally in January, April & August.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

**Mode of study** Full-time

The programme has three semesters per level and there will be three intakes a year, 'semester' in the table below does not map onto the notion of semester at the UH home programme.

**Level 4**

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules Level 4</b>							
Module Title							
Introduction to Media* Communications	4FHE1131	15	English	0	70	30	ABC
Media and Society	4FHE1132	15	English	0	100	0	ABC
Graphics for the Web*	4FHE1130	15	English	0	100	0	ABC
Web Animation	4FHE1129	15	English	0	100	0	ABC
Introduction to Film Criticism*	4FHE1136	15	English	0	100	0	ABC
Introduction to Film Theory	4FHE1135	15	English	0	60	40	ABC
Introduction to Journalism	4FHE1133	15	English	0	100	0	ABC
Journalism, Law and Ethics	4FHE1134	15	English	50	50	0	ABC

\* These modules must be taken first when starting the degree because they are introductory and students will require foundation knowledge and understanding see DMD for pre-requisites.

Progression to level 5 requires a minimum of 90 credits and normally passes in 120 credits at Level 4.

**Level 5**

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules Level 5</b>							
Module Title							
Research Methods in Media and Communications	5FHE1151	15	English	0	100	0	ABC
Media in an International Context	5FHE1146	15	English	0	100	0	ABC
Magazine Design	5FHE1144	15	English	0	100	0	ABC
Video Feature	5FHE1145	15	English	0	100	0	ABC
Film Production	5FHE1149	15	English	0	100	0	ABC
Journalism Skills: News	5FHE1147	15	English	0	100	0	ABC
Journalism Skills: Features	5FHE1148	15	English	0	100	0	ABC

And select 15 credits from the Level 5 option list below.

Optional Modules Level 5 Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
European Film and Television Style	5FHE1150	15	English	0	70	30	ABC
Radio Journalism	5FHE1160	15	English	0	70	30	ABC

Progression to level 6 requires a minimum of 90 credits and normally passes in 120 credits at Level 5.

## Level 6

Compulsory Modules Level 6 Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Digital Media <sup>1</sup>	6FHE1044	15	English	0	100	0	ABC
Campaigns & Careers <sup>1</sup>	6FHE1057	15	English	0	70	30	ABC
New Media Publishing Project* <sup>1</sup>	6FHE1053	30	English	0	100	0	ABC
Journalism, Government and the People <sup>1</sup>	6FHE1049	15	English	0	100	0	ABC
Online Journalism <sup>1</sup>	6FHE1048	15	English	0	100	0	ABC
Digital Media <sup>2</sup>	6FHE1166	15	English	0	100	0	ABC
Campaigns & Careers <sup>2</sup>	6FHE1171	15	English	0	70	30	ABC
Media Project* <sup>2</sup>	6FHE1170	30	English	0	100	0	ABC
Journalism, Government and the People <sup>2</sup>	6FHE1169	15	English	0	100	0	ABC
Online Journalism <sup>2</sup>	6FHE1168	15	English	0	100	0	ABC

\* The Media Project should normally be completed over two semesters.

- <sup>1</sup>These modules will cease from August 2016
- <sup>2</sup>These modules will commence from April 2016

And select 30 credits from the Level 6 option list below.

Optional Modules Level 6 Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Television Drama <sup>1</sup>	6FHE1052	15	English	0	100	0	ABC
Film in the Global Age <sup>1</sup>	6FHE1050	15	English	0	100	0	ABC
Television Drama <sup>2</sup>	6FHE1174	15	English	0	70	30	ABC
Film in the Global Age <sup>2</sup>	6FHE1173	15	English	0	80	20	ABC
Corporate Communications <sup>2</sup>	6FHE1172	15	English	0	100	0	ABC
Advertising <sup>2</sup>	6FHE1167	15	English	0	100	0	ABC

The award of an Honours degree requires 360 credit points passed with a minimum of a least 120 at Level 6.

#### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

#### Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4, 5
University Diploma	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education	240 credit points including at least 120 at level 5	5, 6
BA Mass Communications	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons) Mass Communications	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6

## E. Support for students and their learning

Students are supported by;

- Director of Studies, University of Hertfordshire, located at Subang Campus.
- A Dean of School or Head of School at the respective campus.
- A Head of Programme (HoP) to manage the programme and support students' learning such as coordinating study plans, managing academic progression, and providing academic counseling.
- UH Link Tutors.
- An extensive Learning Resources Centre, incorporating a library and computer centre.
- A team of Academic Support Tutors.
- A Teaching & Learning Department/Unit.
- An International Students Centre.
- Campus Counseling Centre.



- The Students' BODY – INTIMA.
- A Careers Service for all current students and graduates.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Black Board, a versatile on-line interactive intranet and learning environment.
- UH Club (Subang) and student representatives.
- Student Feedback Scheme (all campuses) and Student Helpdesk (Subang).

## F. Entry requirements

As the programme is delivered in Malaysia, the profile of the applicants will differ in terms of origin from those who would in the main apply directly to UH. Hence, entry qualifications will relate to the markets from which INTI will be recruiting their students and include an English language qualification e.g. 1119 or a GCSE in English Language or IELTS of 6.5. The list below is an example of the types of entry qualification required:

To join this programme, the student is normally expected to have one of the following qualifications:

### Academic Requirements:

- A-levels: 2 principle passes; **OR**
- STPM: 2 full passes in any two subjects; **OR**
- Unified Examination Certificate (UEC): minimum 5Bs **a credit in English;** **OR**
- INTI Foundation in Business and IT: minimum CGPA of 2.0; **OR**
- Diploma in Accounting or equivalent: minimum of CGPA of 2.0; **OR**
- Equivalent Matriculation and/or Pre-University Programmes; **OR**
- Equivalent qualifications to be assessed by the INTI School's Portfolio Review Committee (SPRC).

### English Language and Mathematics Requirements:

- IELTS: **6.5 and above with no less than 5.5 in any band;** **OR**
- TOEFL 550 and above; **OR**
- Equivalent English language qualifications.

### Entry with Accredited Prior Learning (APL)

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL)

The programme is compliant with UPR AS11 2.2.3 which outlines UH APCL regulations. For the purpose of entry to this programme for students on the related INTI diploma programme, the following specific arrangements apply :

Students who have successfully completed the INTI Diploma or its equivalent (APCL) and have **achieved an overall CGPA of 2.0 and above may apply into the programme with module to module credit transfer.** INTI's credit transfer policies and best practices apply.

All applications for APL will be considered by the INTI's School of Business's Student Portfolio Review Committee (SPRC) and the Link Tutor on a case by case basis.

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	Computing: Communications, Media, Film and Televisions Studies: Linguistics
<b>Date of validation/last periodic review</b>	May 13
<b>Date of production/ last revision of PS</b>	June 2014
<b>Relevant intakes</b>	Level 4 entering January 2016.
<b>Administrative School</b>	School of Humanities

Table 3 Course structure

Course details					
Course code	Course description				JACS
HUISJMCS	Mass Communications				P900
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
MCSISJA1F	A	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJA2F	A	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJA3F	A	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJB1F-1	B	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJB1F-2	B	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJB2F-1	B	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJB2F-2	B	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJB3F-1	B	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJB3F-2	B	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJC1F-1	C	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time
MCSISJC1F-2	C	Mass Communications	1	INTI Subang Jaya, Malaysia	Full Time

MCSISJC2F-1	C	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJC2F-2	C	Mass Communications	2	INTI Subang Jaya, Malaysia	Full Time
MCSISJC3F-1	C	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time
MCSISJC3F-2	C	Mass Communications	3	INTI Subang Jaya, Malaysia	Full Time

The programme is managed by;

- The Dean, School of Business
- Head of Programme who is responsible for the day to day management and advise students as a whole
- Programme Officer who will assist the Head of Programme in the management of the programme
- Link Tutor, based at UH, to provide support and facilitate communication between UH and INTI
- A programme committee

---

## Programme-specific assessment regulations

The programme is compliant with the University's academic regulations ([UPR AS11](#), [UPR AS12](#) or [UPR AS13](#), [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

- Progression from one level to the next depends on meeting the Programme pre-requisite requirements of specific modules: students must normally have a minimum of 90 credits at the lower level before progressing to study at the higher level;
- To pass a module, a student must have attended 75% of the learning and teaching sessions at which attendance is required. If attendance falls below 75% a student will normally be deemed to have failed the module at the first attempt and will not be permitted to undertake referred assessment in the module.
- The Programme normally requires students to exit the Programme should they be awarded 45 credits grades of FNFA at any level.

In addition to the above, programmes at INTI are in compliance with Malaysia's Ministry of Education's regulations, Malaysian Qualification Framework (MQF), and the Malaysian Qualification Agency's (MQA) requirements.

The following are MOE, MQF, and MQA requirements which students must comply with to graduate:

- Attempt and pass minimum 5 General Study subjects into a bachelor's degree programme; known as *Mata Pelajaran Umum (MPU)*;
- Complete 120 (Malaysian) credits to graduate.

INTI Modules Module Title	Module Code	INTI Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
English for Business Studies 1	INTI	4	English	50	50	0	ABC
English for Business Studies 2	INTI	4	English	50	50	0	ABC
E-Portfolio and Employer Relations	INTI	2	English	0	100	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U2	INTI	3	English	30	70	0	ABC
Malaysian General Studies U3	INTI	3	English	30	70	0	ABC
Malaysian General Studies U4	INTI	2	English	30	70	0	ABC

### INTI's Regulations and Requirements

- INTI operates a strict attendance requirement policy where students have to achieve a minimum class attendance in order to attempt the final examination or final assessments.
- Students have to pass English for Business Studies 1 to progress to Level 5 and English for Business Studies 2 to progress to Level 6.
  - a) Exemptions granted to direct entry students shall be kept to a maximum of 30% of the total credit hours and no exemption shall be granted for Level 6 modules.

### Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- A-Z guide  
<http://www.studynet1.herts.ac.uk/ptl/common/support.nsf/support?ReadForm>
- University of Hertfordshire Course website:  
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:  
<http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)  
[The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#)
- SEEC Credit Level Descriptors for Further and Higher Education 2010:  
<http://www.seec.org.uk/wp-content/uploads/2013/seec-files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website:  
[http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.VCFXlha\\_hSU](http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.VCFXlha_hSU)
- University of Hertfordshire Academic Quality website:  
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:  
<http://sitem.herts.ac.uk/secreg/upr/AS14.htm>

- Learning and Teaching Policy and Graduate Attributes, UPR TL03:  
<http://sitem.herts.ac.uk/segreg/upr/TL03.htm>
- Academic Quality, UPR AS17:  
<http://sitem.herts.ac.uk/segreg/upr/AS17.htm>  
Index of UPRs for students:  
[http://sitem.herts.ac.uk/segreg/upr\\_azlist\\_info.htm](http://sitem.herts.ac.uk/segreg/upr_azlist_info.htm)
- Information on Programme and Module External Examiners  
<http://www.studynet1.herts.ac.uk/ptl/common/studentcentre.nsf/Teaching+Documents/184A221E5EECA6B780257A5C00250BA9?OpenDocument>

---

## Other information relevant to the programme

None

---

## University policies relevant to the Programme

The University undertakes to use all reasonable endeavors to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.

Signed



Date 12 January 2016

Marjolein Groefsema  
Associate Dean of School (Academic Quality Assurance)

---

If you would like this information in an alternative format please contact:  
Academic Services, University of Hertfordshire.

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

### BA (Hons) Mass Communications - Table 2: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																			
		Knowledge &					Intellectual Skills				Practical Skills					Transferable Skills					
Module Title		Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Level 4	Introduction to Media Communications	4FHE1131	x	x	x		x		x	x		x	x		x	x		x		x	x
	Media and Society	4FHE1132	x	x	x		x		x	x		x	x		x	x		x	x	x	x
	Graphics for the Web	4FHE1130	x	x	x	x			x	x	x	x		x	x	x		x		x	
	Web Animation	4FHE1129		x	x	x			x		x	x		x	x	x		x		x	
	Introduction to Journalism	4FHE1133	x	x	x			x	x	x	x	x	x	x	x	x		x	x	x	
	Journalism, Law and Ethics	4FHE1134	x	x	x		x			x		x	x	x	x	x		x		x	x
	Introduction to Film Criticism	4FHE1136	x		x		x		x	x		x	x		x	x		x		x	x
	Introduction to Film Theory	4FHE1135	x		x		x		x	x	x	x	x		x	x		x		x	x
Level 5	Media in an International Context	5FHE1146	x	x	x		x		x	x		x	x		x			x	x	x	x
	Research methods in Media Communications	5FHE1151	x	x	x				x	x	x	x	x	x		x		x	x	x	x
	Journalism Skills: News	5FHE1147	x		x			x	x	x		x	x	x	x	x		x	x	x	
	Journalism Skills: Features	5FHE1148	x		x			x	x	x	x	x	x	x	x	x		x	x	x	
	Radio Journalism*	5FHE1160		x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	
	Film Production	5FHE1149			x			x	x	x	x	x	x	x	x	x	x	x	x		x
	Style*	5FHE1150	x		x		x		x	x		x	x		x	x		x		x	
	Video Feature	5FHE1145		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Magazine Design	5FHE1144		x	x	x		x	x	x		x		x	x	x	x	x	x	x	x
	Level 6	Digital Media	6FHE1044	x	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x
Campaigns and Careers		6FHE1057	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
The Journalist, the Government and		6FHE1049	x	x	x		x			x	x	x		x	x		x	x	x	x	x
Film in a Global Age*		6FHE1050	x	x	x		x		x	x		x	x		x		x	x	x		x
Television Drama*		6FHE1052	x	x	x		x		x	x		x	x		x		x	x	x		x
Online Journalism		6FHE1048	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
New Media Publishing Project		6FHE1053		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x

Programme Learning Outcomes (as identified in section 1 and the following page)

Module Title	Module Code	Knowledge & Understanding					Intellectual Skills				Practical Skills					Transferable Skills					
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	
Level 6	Digital Media (Jan 2016)	6FHE1166	x	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x
	Advertising (Jan 2016)	6FHE1167	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Corporate Communications (Jan 2016)	6FHE1172	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Campaigns and Careers (Jan 2016)	6FHE1171	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	The Journalist, the Government and the People (Jan 2016)	6FHE1169	x	x	x		x			x	x		x	x		x	x	x	x	x	x
	Film in a Global Age* (Jan 2016)	6FHE1173	x	x	x		x		x	x		x	x		x		x	x	x		x
	Television Drama* (Jan 2016)	6FHE1174	x	x	x		x		x	x		x	x		x		x	x	x		x
	Online Journalism (Jan 2016)	6FHE1168	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Media Project (Jan 2016)	6FHE1170		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x



## Key to Programme Learning Outcomes

### Knowledge and Understanding e.g.

- A1. A broad range of concepts, principles, theoretical and technical approaches to media and cultural forms at national or international level
- A2. The role of emergent technology in terms of media production, content manipulation, distribution, access and use
- A3. An in depth range of media texts and how they are applied in an academic and/or professional context
- A4. The legal, ethical and regulatory frameworks that affect cultural production, manipulation, distribution, circulation and consumption of media
- A5. The cultural, ideological, and/or historical elements of a range of texts

### Intellectual Skills e.g.

- B1. Produce work showing capability in production technologies and communication structures for professional writing
- B2. Evaluate, analyse, interpret and critically engage with a range of media texts
- B3. . Carry out various forms of research appropriate to the subject
- B4. Consider and evaluate their own work in a reflective manner with reference to academic and professional issues and debates

### Practical Skills

- C1. Communicate ideas, principles, theories and information by oral and/or written and/or visual means with reference to academic and professional practices
- C2. Have respect for the points of view of others.
- C3. Demonstrate knowledge of the relevant ethical and legal frameworks
- C4. Demonstrate research skills, the ability to extract, organize and selectively deploy relevant information
- C5. Produce work which demonstrates an understanding of digital media, communication structures, audiences and registers

### Transferable Skills

- D1. Take responsibility for their own learning
- D2. Work independently or in a group
- D3. Manage time, or people and resources effectively by drawing on planning, organizational and project management skills
- D4. Utilise a range of multimedia skills from basic competencies such as word processing to more complex ones appropriate to the media field
- D5. Produce work which is informed by, and contextualized within relevant theoretical issues or debates \* (options)