

Programme Specification

Course record information

| | |
|--|---|
| Name and level of final award | <ul style="list-style-type: none">• Bachelor of Arts with Honours - Digital Media• Bachelor of Arts with Honours - Digital Media and Communication• Bachelor of Arts with Honours - Digital Media and Communication with International Experience• Bachelor of Arts with Honours - Digital Media and Communication with Professional Experience• Bachelor of Arts with Honours - Digital Media with International Experience• Bachelor of Arts with Honours - Digital Media with Professional Experience• Bachelor of Arts with Honours - Digital Media Production with International Experience• Bachelor of Arts with Honours - Digital Media Production with Professional Experience• Bachelor of Arts with Honours - Digital Media Production• Bachelor of Arts with Honours - Digital Media and Journalism• Bachelor of Arts with Honours - Digital Media and Journalism with International Experience• Bachelor of Arts with Honours - Digital Media and Journalism with Professional Experience• Bachelor of Arts with Honours - Digital Media, Public Relations and Advertising• Bachelor of Arts with Honours - Digital Media, Public Relations and Advertising with International Experience• Bachelor of Arts with Honours - Digital Media, Public Relations and Advertising with Professional Experience <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p> |
| Name and level of intermediate awards | <ul style="list-style-type: none">• Bachelor of Arts (BA) - Digital Media• Bachelor of Arts (BA) - Digital Media and Communication• Bachelor of Arts (BA) - Digital Media and Journalism• Bachelor of Arts (BA) - Digital Media, Public Relations and Advertising• Bachelor of Arts (BA) - Digital Media Production• Diploma of Higher Education (Dip HE) - Digital Media• Certificate of Higher Education (CertHE) - Digital Media |
| Awarding body/institution | University of Westminster |
| Teaching institution | University of Westminster |
| Status of awarding body/institution | Recognised Body |
| Location of delivery | Primary: Harrow |
| Language of delivery and assessment | English |

| | |
|---|--|
| QAA subject benchmarking group(s) | Communication, Media, Film and Cultural Studies |
| Professional statutory or regulatory body | The Digital Media and Journalism BA award pathway is accredited by the Professional Publishers Association until December 2027. Accreditation renewal will be applied for prior to the ending of the current accreditation period. Only students completing the Digital Media and Journalism BA award will be eligible for this accreditation. |
| Westminster course title, mode of attendance and standard length | <ul style="list-style-type: none"> • BA Digital Media FT, Full-time, September start - 3 years standard length with an optional year abroad or placement |
| Valid for cohorts | From 2026/7 |

Additional Course Information

All pathways share the same Level 4 Learning outcomes (LOs), as below, and take the same core modules as outlined in the course structure.

At levels 5 and 6, all students take some shared modules and the shared Level 5 and 6 LOs are below. The LOs also apply to the BA Digital Media (with no pathway).

Students can choose a specialism pathway. Some LOs in the pathway modules are variations of the LOs above, reflecting the specialism within the pathway. The variations to these LOs for levels 5 and 6 are listed below, by pathway name. These variations apply for LOs 5.2, 5.3, 5.4, 5.5 and 6.2, 6.3, 6.4 and 6.5.

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

Aims of the course

Digital Media

The BA Honours Digital Media has been designed for students who are interested in the fast changing media and communication industries. It aims to give all graduates of the programme current and forward-looking content creation and digital production skills as well as critical insights into the key concepts in media and communication research, including storytelling, media audiences, datafication and the role of media in society.

Graduates of the programme will have the practical and conceptual skills to work flexibly in a broad range of digital media roles, such as digital marketing officer, digital storyteller, social media officer, online journalist or public relations officer.

The programme is specifically designed to equip graduates for the rapidly changing media workplace, in which previously separate media platforms, disciplines and professions are converging. All students will study the broad principles of digital media in their first year, producing a portfolio of digital content, developing their research skills, and developing a critical understanding of core academic concepts.

At the end of the first year, students choose a specialism to study in their second and third year, choosing from pathways in Communication, Journalism, Public relations and advertising, and Production. Their final degree award will reflect this specialism, eg BA (Hons) Digital Media and Journalism. Students who complete a diet that does not match one of these

pathways will be awarded a BA Digital Media.

Graduates will be able to work in a wide range of sectors and professions, including government and the not-for-profit sector as well as the creative industries. The programme offers transferable skills common to an education in the humanities or social sciences, including research and analysis, critical thinking and communication. Our graduates are able to work independently as well as collaboratively in roles that demand advanced communication and research skills, such as consultancy, research, administration and management. The programme also enables graduates to continue on to further postgraduate study.

The programme aims to:

- Develop the knowledge, skills and capabilities that you will require to respond proactively and creatively to the challenges and opportunities of the contemporary digital media workplace
- Develop a range of professional and intellectual transferable skills, including critical and creative thinking, research, problem-solving and team working skills, that will help you both to find work, and later to develop your career to the next stage
- Develop an understanding of media business models, time management, business planning and project management skills
- Equip you with a critical understanding of the role of media in society, including media audiences, culture, globalisation, social responsibility and ethics
- Ensure you have the knowledge and academic skills to continue to postgraduate study if you wish to do so.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

These graduate attributes are incorporated in the course learning outcomes above, and map across as follows:

| Graduate attribute | Evident in course outcomes |
|---|---|
| Critical and creative thinker | LO4.8, LO5.8, LO6.8 |
| Literate and effective communicator | LO4.4, LO4.10, LO4.11 LO5.4, LO5.10, LO5.11 LO6.4, LO6.10, LO6.11 |
| Entrepreneurial | LO5.3, LO5.9, LO6.3 |
| Global in outlook and engaged in communities | LO4.3, LO5.3, LO6.3 |
| Socially, ethically and environmentally aware | LO4.3, LO5.3, LO6.3 |

The Digital Media BA aims to create graduates who can apply these graduate attributes working in a wide variety of digital media roles, whether cross-disciplinary roles such as digital content manager, more specialist professional roles in web design, journalism, radio, public relations and advertising, policy or research or indeed roles outside the creative industries.

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students. Employability and enterprise are embedded in the modules, and we give you the opportunity to undertake an optional one-year work placement to add value to your student experience and boost your CV.

You will be allocated a Personal Tutor in your first year who will not only provide tutorial guidance from the start of your degree but will work with you to identify, develop and articulate your employability skills in your Personal Development Plan. The aim is to help you to gain an internship or work placement and future graduate employment.

You will also have the opportunity to spend either a semester or a year studying at one of our overseas partner Universities. This is both an exciting experience and also one that helps you to develop the global outlook that is valued by most employers.

What will you be expected to achieve?

Learning outcomes are statements of what successful students have achieved as a result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)
- Cognitive Skills, are learning outcomes that help build a conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Upon successful completion of the the programme, students will have acquired the requisite knowledge and understanding to:

- LO4001 Demonstrate understanding of how media content works across different digital platforms (KU)
- LO4002 Demonstrate understanding of a range of academic approaches to studying media and communication (KU)
- LO4003 Describe how media workers in different professions and media organisations interact with wider society (KU GA)
- LO4004 Create and pitch stories and content for at least one digital media platform and context, including multimedia formats, for a defined audience (GA PPP)
- LO4005 Demonstrate and employ digital production skills across platforms (PPP)
- LO4006 Identify, locate and interpret a broad range of research materials from the field of media and communication (PPP)
- LO4007 Understand a range of methods used to conduct primary research in media and communication (PPP)
- LO4008 Demonstrate and combine skills in problem solving, critical thinking, creative thinking, and logical analysis (GA KTS)
- LO4009 Manage independent study time and participate in group assignments, taking responsibility for learning, with guidance (KTS)
- LO4010 Lead, contribute to, and participate effectively in discussions, both in-class and online, and deliver simple presentations to a group (GA KTS)
- LO4011 Write in a range of genres and registers, including familiarity with the conventions and requirements of academic writing (GA KTS)
- LO5001 Demonstrate a comparative understanding of how media content works across different digital platforms (KU)
- LO5002 Compare, contrast and discuss key concepts from the academic study of media and communication (KU)
- LO5003 Describe and explain how media workers in different professions and media organisations interact with wider society (KU GA)
- LO5004 Create and pitch stories and content for different digital media platforms and contexts, including multimedia formats, taking into account the needs of different audiences (GA PPP)
- LO5005 Extend and consolidate digital production skills across platforms, including specialisation within a chosen area such as visual or audio production (PPP)
- LO5006 Consolidate and use skills in secondary research, synthesising and applying information and analysis in a range of assessment tasks (PPP)
- LO5007 Understand and appraise a range of methods used to conduct primary research in media and communication (PPP)
- LO5008 Extend and apply skills in problem solving, critical thinking, creative thinking, and logical analysis (GA KTS)
- LO5009 Manage more complex tasks and collaborations, taking individual and group responsibility for project and time management (KTS)
- LO5010 Use strong discussion and presentation skills, both in-class and online, and give and respond to verbal feedback (GA KTS)
- LO5011 Consolidate and extend writing skills across a range of genres and registers, including academic writing (GA KTS)
- LO6001 Demonstrate complex understanding of how media content works across different digital platforms (KU)
- LO6002 Discuss, appraise, debate and apply key concepts from academic media and communication research (KU)
- LO6003 Describe, explain and evaluate how media workers in different professions and media organisations interact with wider society (KU GA)
- LO6004 Create and pitch stories and content for different media platforms and contexts, including multimedia formats, for a range of different audiences (GA PPP)

- LO6005 Demonstrate and employ advanced digital production skills across platforms, including specialisation within a chosen area such as visual or audio production (PPP)
- LO6006 Apply advanced skills in library and online research, using a range of approaches to retrieve, assess, appraise, evaluate, synthesise and use published research from a wide variety of resources (PPP)
- LO6007 Demonstrate and apply a critical understanding of a range of primary research methods for media and communication, including interviewing, textual analysis, and digital research and data analysis methods (PPP)
- LO6008 Deploy advanced skills in problem solving, critical thinking, creative thinking, and logical analysis (GA KTS)
- LO6009 Demonstrate professional-level skills in collaboration and teamwork, time management, business planning, and project management, and the ability to plan and reflect on work (KTS)
- LO6010 Use professional-level skills in verbal communication, and demonstrate the ability to give persuasive presentations, to participate effectively in group discussions and meetings, and to provide and respond to verbal feedback (GA KTS)
- LO6011 Write to an advanced standard in a range of genres and registers, including essays, reports, reviews, dissertations and projects (GA KTS)

Additionally, the students of the Digital Media and Communication pathway will be able to:

- LO5012 Compare, contrast and discuss key concepts from the academic study of media and communication, developing critical reading and thinking (KU)
- LO5013 Describe and explain how media workers in different professions and media organisations interact with wider society, including through policy, charity, consultancy and government settings (KU GA)
- LO5014 Extend and consolidate digital production skills across platforms, including specialisation within a chosen area such as a consideration of data and the cultural impacts of technological developments (PPP)
- LO6012 Discuss, appraise, debate and apply key concepts from academic media and communication research, refining advanced critical reading, thinking and writing skills (KU)
- LO6013 Describe, explain and evaluate how media workers in different professions and media organisations interact with wider society, including through policy, charity, consultancy and government settings (KU GA)
- LO6014 Demonstrate and employ advanced digital production skills across platforms, including specialisation within the chosen area such as working with data and AI (PPP)

Additionally, the students of the Digital Media and Journalism pathway will be able to:

- LO5015 Compare, contrast and discuss key concepts from the academic study of media and communication, with a focus on concepts relating to journalism and the media landscape (KU)
- LO5016 Describe and explain how journalists and news organisations interact with wider society (KU GA)
- LO5017 Create and pitch stories and content for different digital media platforms and contexts, including multimedia formats, taking into account the needs of different audiences and different journalistic platforms and writing genres (GA PPP)
- LO5018 Extend and consolidate digital production skills across platforms, including specialisation such as newsrooms and online journalism (PPP)
- LO6015 Discuss, appraise, debate and apply key concepts from academic media and communication research, with a focus on concepts relating to journalism and the media landscape (KU)
- LO6016 Describe, explain and evaluate how journalists and news organisations interact with wider society (KU GA)
- LO6017 Create and pitch stories and content for different media platforms and contexts, including multimedia formats, for a range of different audiences, showing the ability to work within simulated newsroom environments and conditions (GA PPP)
- LO6018 Demonstrate and employ advanced digital production skills across platforms, including specialisation within a chosen area such as newsrooms and online journalism (PPP)

Additionally, the students of the Digital Media, Public Relations and Advertising pathway will be able to:

- LO5019 Compare, contrast and discuss key concepts from the academic study of media and communication, with a focus on concepts relating to PR and advertising (KU)
- LO5020 Describe and explain how public relations and advertising professionals and organisations interact with

wider society (KU GA)

- LO5021 Create and pitch stories and content for different digital media platforms and contexts, including multimedia formats, taking into account the needs of different audiences and the client or employer's overall business objectives (GA PPP)
- LO5022 Extend and consolidate digital production skills across platforms, including specialisation within the chosen area of PR and advertising campaign production (PPP)
- LO6019 Discuss, appraise, debate and apply key concepts from academic media and communication research, with a focus on concepts relating to PR and advertising (KU)
- LO6020 Describe, explain and evaluate how public relations and advertising professionals and organisations interact with wider society (KU GA)
- LO6021 Create and pitch strategies and content for different media platforms and contexts, including multimedia formats, for a range of different audiences and organisational contexts, responding to the client or employer's overall business objectives and brief (GA PPP)
- LO6022 Demonstrate and employ advanced digital production skills across platforms, including specialisation within the chosen area of PR and advertising campaign production (PPP)

Additionally, the students of the Digital Media Production pathway will be able to:

- LO5023 Compare, contrast and discuss key concepts from the academic study of media and communication, with a focus on concepts relating to web design, audio and visual communication (KU)
- LO5024 Describe and explain how media workers in different professions and media organisations interact with wider society, with a focus on those working in radio / audio, web and other production-focused occupations (KU GA)
- LO5025 Create and pitch stories and content for different digital media platforms and contexts, including multimedia formats, taking into account the needs of different audiences and with a focus on content in audio and visual formats (GA PPP)
- LO5026 Extend and consolidate digital production skills across platforms, including specialisation within the chosen area of web, visual and audio production (PPP)
- LO6023 Discuss, appraise, debate and apply key concepts from academic media and communication research, with a focus on concepts relating to web design, audio and visual communication (KU)
- LO6024 Describe, explain and evaluate how media workers in different professions and media organisations interact with wider society, with a focus on those working in radio / audio, web and other production-focused occupations (KU GA)
- LO6025 Create and pitch stories and content for different media platforms and contexts, including multimedia formats, for a range of different audiences. and with a focus on content in audio and visual formats (GA PPP)
- LO6026 Demonstrate and employ advanced digital production skills across platforms, including specialisation within the chosen area of web, visual and audio production (PPP)

How will you learn?

Learning methods

The learning and the teaching on the programme is based on the School strategy of action learning that is practice-led and research-informed. This means that teaching in the classroom engages you in active problem-solving and content creation from the outset.

We offer our students strong industry connections to employers across a wide range of digital media industries in London, one of the two pre-eminent global centres for the media. You will also benefit from access to our internationally renowned research academics, members of our Communication and Media Research Institute (CAMRI), whose work is at the cutting-edge of research exploring the implications for digital and legacy media of issues such as globalisation, activism, artificial intelligence and fake news.

You will be taught by research academics, practitioners and former practitioners from a wide range of disciplines based in our College of Design, Creative and Digital Industries, which spans media and communication, art and design, computing and gaming.

The programme brings together this mix of conceptual knowledge and practical experience in a 'fusion' approach, enabling you to apply conceptual and theoretical frameworks to practice, deepening your understanding of how to develop and use your practical skills and supporting your career progression through to managerial roles.

Teaching methods

You will learn through a combination of classes, practical content-creation workshops, software demonstrations, lectures and seminar groups designed to engage your imagination. We encourage discussion, debate and questions in the classroom. Employability and enterprise are embedded in the modules through the use of practical tasks and problem-solving exercises that mirror the workplace and, where possible, incorporate live briefs. You will have access to our radio and journalism newsrooms and to cutting edge technology such as virtual reality in our Emerging Media Space.

Course material will be provided electronically through the virtual learning environment platform (Blackboard) which means you can access learning materials any time from anywhere with internet access. Blackboard also allows you to communicate with your group members and your module leader through wikis and blogs.

You will be encouraged to work in groups with other students during classes and on some projects. This gives you the opportunity to learn from one another and helps you develop the team-work skills that you will need in the workplace.

The structure of the programme is designed so you can also work collaboratively with other students on cross-disciplinary projects. For example in the final level 6 Digital Media Project module, students from different pathways can work together simulating the cross-disciplinary and team based nature of the work environment. There is scope for these projects to be based on live briefs from industry.

Work-based learning is provided through the Level 5 core module in year 2, *Working in Digital Media 1*. An optional sandwich year will fall between year 2 and year 3, with a maximum 40-week placement to develop your employability skills, and boost your CVs with relevant work experience. A sandwich year coordinator will help students identify placements through leveraging our industry contacts via our Careers Advice teams, Westminster Enterprise Network (WeNetwork) and the School Employers' Panel, but it is ultimately the student's responsibility to find a placement.

Assessment methods

The course offers a variety of assessment methods, each designed to develop the core knowledge, understanding and skills that are outlined in the learning outcomes above. We have developed an assessment strategy that is varied and rigorous, while also acknowledging the time constraints on students.

Your assessments may include developing content for digital platforms, research reports and investigations, essays, dissertations, case study analysis, presentations, campaign plans and pitches, and visual and audio artefacts such as videos, podcasts, websites, wikis and blogs.

Before each assessment, you are given a clear brief, which is used in conjunction with the learning outcomes and assessment criteria on each module when marking and assessing your work. Your course handbook includes information about the University grade descriptors.

You will usually have three assessments for each module, one of which will be formative, ie not given a formal mark. This means that you receive feedback on one early (formative) assessment, and the feedback is designed to help you learn and improve your work on the two later (summative) assessments, which will both be marked. These two marks contribute to your overall mark for the module.

Some modules include synoptic assessment, meaning that one assessment might be part of two modules that you take in the same year, and this assessment tests whether you have met learning outcomes on both those modules. For example, in year one the modules Creating Digital Content and Storytelling across Platforms share a synoptic assessment, in which you bring together your understanding of different approaches to storytelling with your digital production skills to produce an informed digital artefact.

The programme includes some assessed group coursework, reflecting the importance that employers place on the ability to work effectively as part of a team. Group work also enables you to work on larger projects than you could tackle on your own, and to work across disciplines. For example, students choosing the journalism and production pathways might come together to produce a final project incorporating all those varying professional skills and perspectives.

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level, for example, where you must choose one of two specific modules.

Digital Media

Level 4

The level 4 is core for all students

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---|--------|-----------|------|
| 4MECM001W | Creating Digital Content | Core | 40 | 20 |
| 4MECM002W | Creative Industries and Professional Life | Core | 20 | 10 |
| 4MECM003W | Digital Media and Society | Core | 20 | 10 |
| 4MECM004W | Exploring Research in Media and Communication | Core | 20 | 10 |
| 4MECM005W | Storytelling Across Platforms | Core | 20 | 10 |

Level 5

The following modules are core to all pathways. Please see the pathway structures below for additional pathway-specific core and option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|-------------------------------------|--------|-----------|------|
| 5MECM001W | Theories of Media and Communication | Core | 20 | 10 |
| 5MECM002W | Working in Digital Media 1 | Core | 20 | 10 |

Additional Year

Digital Media Placement Year:

If you choose to take the opportunity of a one-year work placement after Level 5, you must complete the Digital Media Extended Work Placement module 6MECM015W (120 credits) in order to achieve the award "with professional experience"

International Experience Year:

If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions, you must complete the Digital Media Study Abroad module 6MECM014W (120 credits) in order to achieve the award "with international experience".

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---------------------------------------|--------|-----------|------|
| 6MECM015W | Digital Media Extended Work Placement | Option | 120 | 60 |
| 6MECM014W | Digital Media Study Abroad | Option | 120 | 60 |

Level 6

The following modules are core to all pathways. Please see the pathway structures below for additional pathway-specific core and option modules.

Students should choose **either** 6MECM002W Dissertation, **or** 6TVPR010W Final Project (Documentary and Factual Production), **or** 6MECM003W Individual Practice Project.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 6MECM001W | Digital Media Project | Core | 20 | 10 |
| 6MECM002W | Dissertation | Core | 40 | 20 |
| 6TVPR010W | Final Project (Documentary and Factual Production) | Core | 40 | 20 |
| 6MECM003W | Individual Practice Project | Core | 40 | 20 |

Digital Media and Communication

Level 4

Students on all pathways take the L4 BA Digital Media core modules listed in the BA Digital Media structure above.

| Module Code | Module Title | Status | UK credit | ECTS |
|----------------------------------|--------------|--------|-----------|------|
| <i>no modules for this level</i> | | | | |

Level 5

Pathway specific core and option modules are listed below. Students should select two modules from the list of level 5 options.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---|--------|-----------|------|
| 5MECM003W | Internet Cultures | Core | 20 | 10 |
| 5MECM004W | Media and Communication Research: Principles and Practice | Core | 20 | 10 |
| 5MMCS007W | 3D Interactive Media Development | Option | 20 | 10 |
| 5MECM011W | Celebrity Culture and the Media | Option | 20 | 10 |
| 5MECM010W | Commercial Music Radio Production | Option | 20 | 10 |
| 5MECM007W | Consumer Culture and Society | Option | 20 | 10 |
| 5MECM005W | Content and Communities: Launching a Digital Publication | Option | 20 | 10 |
| 5MECM012W | Design Thinking Applied to Media and Communication Practice | Option | 20 | 10 |
| 5MECM009W | Designing for User Experience (UX) | Option | 20 | 10 |
| 5COSC025W | Human Computer Interaction and User Experience | Option | 20 | 10 |
| 5MECM014W | Mobile First: Video and Social Media Content | Option | 20 | 10 |
| 5MECM016W | Podcast and Audio Production | Option | 20 | 10 |
| 5MECM015W | Politics, Journalism and the Media | Option | 20 | 10 |
| 5MECM017W | Specialist News and Features | Option | 20 | 10 |
| 5MECM018W | Sport and Outside Broadcast | Option | 20 | 10 |
| 5MECM008W | Strategic and Marketing Communications | Option | 20 | 10 |

Additional Year

Digital Media Placement Year:

If you choose to take the opportunity of a one-year work placement after Level 5, you must complete the Digital Media Extended Work Placement module 6MECM015W (120 credits) in order to achieve the award "with professional experience"

International Experience Year:

If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions, you must complete the Digital Media Study Abroad module 6MECM014W (120 credits) in order to achieve the award "with International experience".

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---------------------------------------|--------|-----------|------|
| 6MECM015W | Digital Media Extended Work Placement | Option | 120 | 60 |
| 6MECM014W | Digital Media Study Abroad | Option | 120 | 60 |

Level 6

Pathway-specific core and option modules are listed below. Students should select two 20-credit option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|-----------------------------------|--------|-----------|------|
| 6MECM004W | Data and Society | Core | 20 | 10 |
| 6MECM006W | Advanced Content Creation with AI | Option | 20 | 10 |

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 6MECM012W | Applied UX/UI Design | Option | 20 | 10 |
| 6TVPR007W | Broadcast News | Option | 20 | 10 |
| 6MECM007W | Creative Advertising | Option | 20 | 10 |
| 6MECM010W | Creative/Specialist Long Form Journalism | Option | 20 | 10 |
| 6MECM008W | Diversity and the Media | Option | 20 | 10 |
| 6GPDS008W | Entrepreneurship for Creatives | Option | 20 | 10 |
| 6MECM005W | Media Law, Regulation and Ethics | Option | 20 | 10 |
| 6MECM009W | Specialist Public Relations | Option | 20 | 10 |
| 6MECM011W | Technology, Culture and Society | Option | 20 | 10 |
| 6MECM016W | Transforming Audiences | Option | 20 | 10 |
| 6MECM013W | Working in Digital Media 2 | Option | 20 | 10 |

Digital Media and Journalism

Level 4

Students on all pathways take the L4 BA Digital Media core modules listed in the BA Digital Media structure above.

| Module Code | Module Title | Status | UK credit | ECTS |
|----------------------------------|--------------|--------|-----------|------|
| <i>no modules for this level</i> | | | | |

Level 5

Pathway specific core and option modules are listed below. Students should choose two option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---|--------|-----------|------|
| 5MECM005W | Content and Communities: Launching a Digital Publication | Core | 20 | 10 |
| 5MECM006W | Stories, Updates, Feeds: Multiplatform News | Core | 20 | 10 |
| 5MMCS007W | 3D Interactive Media Development | Option | 20 | 10 |
| 5MECM011W | Celebrity Culture and the Media | Option | 20 | 10 |
| 5MECM010W | Commercial Music Radio Production | Option | 20 | 10 |
| 5MECM007W | Consumer Culture and Society | Option | 20 | 10 |
| 5MECM012W | Design Thinking Applied to Media and Communication Practice | Option | 20 | 10 |
| 5MECM009W | Designing for User Experience (UX) | Option | 20 | 10 |
| 5COSC025W | Human Computer Interaction and User Experience | Option | 20 | 10 |
| 5MECM003W | Internet Cultures | Option | 20 | 10 |
| 5MECM004W | Media and Communication Research: Principles and Practice | Option | 20 | 10 |
| 5MECM014W | Mobile First: Video and Social Media Content | Option | 20 | 10 |
| 5MECM016W | Podcast and Audio Production | Option | 20 | 10 |
| 5MECM015W | Politics, Journalism and the Media | Option | 20 | 10 |
| 5MECM017W | Specialist News and Features | Option | 20 | 10 |

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 5MECM018W | Sport and Outside Broadcast | Option | 20 | 10 |
| 5MECM008W | Strategic and Marketing Communications | Option | 20 | 10 |

Additional Year

Digital Media Placement Year:

If you choose to take the opportunity of a one-year work placement after Level 5, you must complete the Digital Media Extended Work Placement module 6MECM015W (120 credits) in order to achieve the award "with professional experience"

International Experience Year:

If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions, you must complete the Digital Media Study Abroad module 6MECM014W (120 credits) in order to achieve the award "with international experience".

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---------------------------------------|--------|-----------|------|
| 6MECM015W | Digital Media Extended Work Placement | Option | 120 | 60 |
| 6MECM014W | Digital Media Study Abroad | Option | 120 | 60 |

Level 6

Pathway-specific core and option modules are listed below. Students should select two 20-credit option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 6MECM005W | Media Law, Regulation and Ethics | Core | 20 | 10 |
| 6MECM006W | Advanced Content Creation with AI | Option | 20 | 10 |
| 6MECM012W | Applied UX/UI Design | Option | 20 | 10 |
| 6TVPR007W | Broadcast News | Option | 20 | 10 |
| 6MECM007W | Creative Advertising | Option | 20 | 10 |
| 6MECM010W | Creative/Specialist Long Form Journalism | Option | 20 | 10 |
| 6MECM008W | Diversity and the Media | Option | 20 | 10 |
| 6GPDS008W | Entrepreneurship for Creatives | Option | 20 | 10 |
| 6MECM009W | Specialist Public Relations | Option | 20 | 10 |
| 6MECM011W | Technology, Culture and Society | Option | 20 | 10 |
| 6MECM016W | Transforming Audiences | Option | 20 | 10 |
| 6MECM013W | Working in Digital Media 2 | Option | 20 | 10 |

Digital Media, Public Relations and Advertising

Level 4

Students on all pathways take the L4 BA Digital Media core modules listed in the BA Digital Media structure above.

| Module Code | Module Title | Status | UK credit | ECTS |
|----------------------------------|--------------|--------|-----------|------|
| <i>no modules for this level</i> | | | | |

Level 5

Pathway specific core and option modules are listed below. Students should choose two option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---|--------|-----------|------|
| 5MECM007W | Consumer Culture and Society | Core | 20 | 10 |
| 5MECM008W | Strategic and Marketing Communications | Core | 20 | 10 |
| 5MMCS007W | 3D Interactive Media Development | Option | 20 | 10 |
| 5MECM011W | Celebrity Culture and the Media | Option | 20 | 10 |
| 5MECM010W | Commercial Music Radio Production | Option | 20 | 10 |
| 5MECM005W | Content and Communities: Launching a Digital Publication | Option | 20 | 10 |
| 5MECM012W | Design Thinking Applied to Media and Communication Practice | Option | 20 | 10 |
| 5MECM009W | Designing for User Experience (UX) | Option | 20 | 10 |
| 5COSC025W | Human Computer Interaction and User Experience | Option | 20 | 10 |
| 5MECM003W | Internet Cultures | Option | 20 | 10 |
| 5MECM004W | Media and Communication Research: Principles and Practice | Option | 20 | 10 |
| 5MECM014W | Mobile First: Video and social media content | Option | 20 | 10 |
| 5MECM016W | Podcast and Audio Production | Option | 20 | 10 |
| 5MECM015W | Politics, Journalism and the Media | Option | 20 | 10 |
| 5MECM017W | Specialist News and Features | Option | 20 | 10 |
| 5MECM018W | Sport and Outside Broadcast | Option | 20 | 10 |

Additional Year

Digital Media Placement Year:

If you choose to take the opportunity of a one-year work placement after Level 5, you must complete the Digital Media Extended Work Placement module 6MECM015W (120 credits) in order to achieve the award "with professional experience"

International Experience Year:

If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions, you must complete the Digital Media Study Abroad module 6MECM014W (120 credits) in order to achieve the award "with International experience".

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---------------------------------------|--------|-----------|------|
| 6MECM015W | Digital Media Extended Work Placement | Option | 120 | 60 |
| 6MECM014W | Digital Media Study Abroad | Option | 120 | 60 |

Level 6

Pathway-specific core and option modules are listed below. Students should select two 20-credit option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|-----------------------------------|--------|-----------|------|
| 6MECM004W | Data and Society | Core | 20 | 10 |
| 6MECM006W | Advanced Content Creation with AI | Option | 20 | 10 |
| 6MECM012W | Applied UX/UI Design | Option | 20 | 10 |

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 6TVPR007W | Broadcast News | Option | 20 | 10 |
| 6MECM007W | Creative Advertising | Option | 20 | 10 |
| 6MECM010W | Creative/Specialist Long Form Journalism | Option | 20 | 10 |
| 6MECM008W | Diversity and the Media | Option | 20 | 10 |
| 6GPDS008W | Entrepreneurship for Creatives | Option | 20 | 10 |
| 6MECM005W | Media Law, Regulation and Ethics | Option | 20 | 10 |
| 6MECM009W | Specialist Public Relations | Option | 20 | 10 |
| 6MECM011W | Technology, Culture and Society | Option | 20 | 10 |
| 6MECM016W | Transforming Audiences | Option | 20 | 10 |
| 6MECM013W | Working in Digital Media 2 | Option | 20 | 10 |

Digital Media Production

Level 4

Students on all pathways take the L4 BA Digital Media core modules listed in the BA Digital Media structure above.

| Module Code | Module Title | Status | UK credit | ECTS |
|----------------------------------|--------------|--------|-----------|------|
| <i>no modules for this level</i> | | | | |

Level 5

Pathway specific core and option modules are listed below. Students should choose two option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---|--------|-----------|------|
| 5MECM014W | Mobile First: Video and Social Media Content | Core | 20 | 10 |
| 5MECM016W | Podcast and Audio Production | Core | 20 | 10 |
| 5MMCS007W | 3D Interactive Media Development | Option | 20 | 10 |
| 5MECM011W | Celebrity Culture and the Media | Option | 20 | 10 |
| 5MECM010W | Commercial Music Radio Production | Option | 20 | 10 |
| 5MECM007W | Consumer Culture and Society | Option | 20 | 10 |
| 5MECM005W | Content and Communities: Launching a Digital Publication | Option | 20 | 10 |
| 5MECM012W | Design Thinking Applied to Media and Communication Practice | Option | 20 | 10 |
| 5MECM009W | Designing for User Experience (UX) | Option | 20 | 10 |
| 5COSC025W | Human Computer Interaction and User Experience | Option | 20 | 10 |
| 5MECM003W | Internet Cultures | Option | 20 | 10 |
| 5MECM004W | Media and Communication Research: Principles and Practice | Option | 20 | 10 |
| 5MECM015W | Politics, Journalism and the Media | Option | 20 | 10 |
| 5MECM017W | Specialist News and Features | Option | 20 | 10 |
| 5MECM018W | Sport and Outside Broadcast | Option | 20 | 10 |
| 5MECM008W | Strategic and Marketing Communications | Option | 20 | 10 |

Additional Year

Digital Media Placement Year:

If you choose to take the opportunity of a one-year work placement after Level 5, you must complete the Digital Media Extended Work Placement module 6MECM015W (120 credits) in order to achieve the award "with professional experience"

International Experience Year:

If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions, you must complete the Digital Media Study Abroad module 6MECM014W (120 credits) in order to achieve the award "with international experience".

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---------------------------------------|--------|-----------|------|
| 6MECM015W | Digital Media Extended Work Placement | Option | 120 | 60 |
| 6MECM014W | Digital Media Study Abroad | Option | 120 | 60 |

Level 6

Pathway-specific core and option modules are listed below. Students should select two 20-credit option modules.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 6MECM006W | Advanced Content Creation with AI | Core | 20 | 10 |
| 6MECM012W | Applied UX/UI Design | Option | 20 | 10 |
| 6TVPR007W | Broadcast News | Option | 20 | 10 |
| 6MECM007W | Creative Advertising | Option | 20 | 10 |
| 6MECM010W | Creative/Specialist Long Form Journalism | Option | 20 | 10 |
| 6MECM008W | Diversity and the Media | Option | 20 | 10 |
| 6GPDS008W | Entrepreneurship for Creatives | Option | 20 | 10 |
| 6MECM005W | Media Law, Regulation and Ethics | Option | 20 | 10 |
| 6MECM009W | Specialist Public Relations | Option | 20 | 10 |
| 6MECM011W | Technology, Culture and Society | Option | 20 | 10 |
| 6MECM016W | Transforming Audiences | Option | 20 | 10 |
| 6MECM013W | Working in Digital Media 2 | Option | 20 | 10 |

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

The Digital Media and Journalism BA pathway is accredited by the Professional Publishers Association until December 2027. Accreditation renewal will be applied for prior to the ending of the current accreditation period.

Course management

The Digital Media BA programme has a designated course leader as well as pathway leaders who coordinate the specialist pathways in communication; journalism; public relations and advertising; and production. In addition, each individual module has a module leader who is responsible for the smooth running of that module, and for making sure that you have all the timetabling, assessment and other information you need to enjoy and successfully complete each module. You will meet all these members of the Digital Media BA course team when you start the programme, and will have opportunities to ask for advice and support as you need it, either informally after class, by appointment, or by visiting members of the course team during their weekly office hours.

You will also be allocated a personal tutor who will be your first contact point throughout your time at the University to help you navigate any academic or personal issues that are getting in the way of your enjoyment and successful completion of your study.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©