

# PROGRAMME SPECIFICATION

## Course record information

Name and level of final award	<p>BA Honours Digital Media            BA Honours Digital Media and Communication            BA Honours Digital Media and Journalism            BA Honours Digital Media, Public Relations and Advertising            BA Honours Digital Media Production            ... with International Experience            ... with Professional Experience</p> <p>Each degree in the Digital Media programme is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible.</p>
Name and level of intermediate awards	<p>BA Digital Media            BA Digital Media and Communication            BA Digital Media and Journalism            BA Digital Media, Public Relations and Advertising            BA Digital Media Production            Diploma of Higher Education in Digital Media            Certificate of Higher Education in Digital Media</p>
Awarding body/institution	University of Westminster
Teaching Institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Harrow
Language of delivery and assessment	English
Mode, length of study and normal starting month	<p>Three years full time.            Four years full-time if including one-year international experience or one-year professional experience.            September start.</p>
<a href="#">QAA subject benchmarking group(s)</a>	<p>Communication, media, film and cultural studies 2016  <a href="http://www.qaa.ac.uk/quality-code/subject-benchmark-statements">www.qaa.ac.uk/quality-code/subject-benchmark-statements</a></p>
Professional statutory or regulatory body	N/A
Date of course validation/Revalidation	February 2020
Date of programme specification approval	July 2020

Valid for cohorts	2021-22
Course Leader	Dr Natasha Whiteman With: John Brissenden Dr Anastasia Denisova Dr Heidrun Herzogenrath-Amelung Aasiya Lodhi
UCAS code and URL	<a href="http://westminster.ac.uk/courses/undergraduate">westminster.ac.uk/courses/undergraduate</a>
Westminster course code	BADME01F (FT)
HECoS code	Media and communication studies 100444 Digital media 100440
UKPASS code (PG only)	

### 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: [westminster.ac.uk/courses/undergraduate/how-to-apply](http://westminster.ac.uk/courses/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: [westminster.ac.uk/recognition-of-prior-certified-learning](http://westminster.ac.uk/recognition-of-prior-certified-learning).

### Aims of the course

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.

### What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the 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)

### Level 4 course learning outcomes (LOs):

All students take the same modules at level 4 and have the same learning outcomes.

### Upon completion of level 4 you will be able to:

LO4.1: Demonstrate understanding of how media content works across different digital platforms. (KU)

LO4.2: Demonstrate understanding of a range of academic approaches to studying media and communication. (KU)

LO4.3: Describe how media workers in different professions and media organisations interact with wider society. (KU) (GA)

LO4.4: Create and pitch stories and content for at least one digital media platform and context, including multimedia formats, for a defined audience. (PPP) (GA)

LO4.5: Demonstrate and employ digital production skills across platforms. (PPP)

LO4.6: Identify, locate and interpret a broad range of research materials from the field of media and communication. (PPP)

LO4.7: Understand a range of methods used to conduct primary research in media and communication. (PPP)

LO4.8: Demonstrate and combine skills in problem solving, critical thinking, creative thinking, and logical analysis. (KTS) (GA)

LO4.9: Manage independent study time and participate in group assignments, taking responsibility for learning, with guidance. (KTS)

LO4.10: Lead, contribute to, and participate effectively in discussions, both in-class and online, and deliver simple presentations to a group. (KTS) (GA)

LO4.11: Write in a range of genres and registers, including familiarity with the conventions and requirements of academic writing. (KTS) (GA)

### **Level 5 course learning outcomes (LOs):**

At level 5, all students take some shared modules and can choose a specialism pathway. The LOs below apply to the core modules and to the BA Digital Media (with no pathway). Variants to the level 5 LOs for each pathway are shown on page 6.

### **Upon completion of level 5 you will be able to:**

LO5.1: Demonstrate a comparative understanding of how media content works across different digital platforms. (KU)

LO5.2: Compare, contrast and discuss key concepts from the academic study of media and communication. (KU)

LO5.3: Describe and explain how media workers in different professions and media organisations interact with wider society. (KU) (GA)

LO5.4: Create and pitch stories and content for different digital media platforms and contexts, including multimedia formats, taking into account the needs of different audiences. (PPP) (GA)

LO5.5: Extend and consolidate digital production skills across platforms, including specialisation within a chosen area such as visual or audio production. (PPP)

LO5.6: Consolidate and use skills in secondary research, synthesising and applying information and analysis in a range of assessment tasks. (PPP)

LO5.7: Understand and appraise a range of methods used to conduct primary research in media and communication. (PPP)

LO5.8: Extend and apply skills in problem solving, critical thinking, creative thinking, and logical analysis. (KTS) (GA)

LO5.9: Manage more complex tasks and collaborations, taking individual and group responsibility for project and time management. (KTS)

LO5.10: Use strong discussion and presentation skills, both in-class and online, and give and respond to verbal feedback. (KTS) (GA)

LO5.11: Consolidate and extend writing skills across a range of genres and registers, including academic writing. (KTS) (GA)

LO5.2, 5.3, 5.4 and 5.5 will have a different emphasis within different pathways to reflect the focus of different pathways. These are shown below the level 6 outcomes.

### **Level 6 course learning outcomes (LOs):**

At level 6, all students take some shared modules and can choose a specialism pathway. The LOs below apply to the core modules and to the BA Digital Media (with no pathway). Variants to the level 6 LOs for each pathway are shown on page 6.

### **Upon completion of level 6 you will be able to:**

LO6.1: Demonstrate complex understanding of how media content works across different digital platforms. (KU)

LO6.2: Discuss, appraise, debate and apply key concepts from academic media and communication research. (KU)

LO6.3: Describe, explain and evaluate how media workers in different professions and media organisations interact with wider society. (KU) (GA)

LO6.4: Create and pitch stories and content for different media platforms and contexts, including multimedia formats, for a range of different audiences. (PPP) (GA)

LO6.5: Demonstrate and employ advanced digital production skills across platforms, including specialisation within a chosen area such as visual or audio production. (PPP)

LO6.6: 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)

LO6.7: 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)

LO6.8: Deploy advanced skills in problem solving, critical thinking, creative thinking, and logical analysis. (KTS) (GA)

LO6.9: 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)

LO6.10: 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. (KTS) (GA)

LO6.11: Write to an advanced standard in a range of genres and registers, including essays, reports, reviews, dissertations and projects. (KTS) (GA)

LO6.2, 6.3, 6.4 and 6.5 will have a different emphasis within different pathways to reflect the focus of different pathways. These are shown below.

### **Pathway learning outcomes – variations to the LOs above**

All pathways share the same Level 4 Learning outcomes (LOs), above.

At levels 5 and 6, all students take some shared modules and the shared Level 5 and 6 LOs are above. The LOs above 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.

#### *Digital Media and Communication – pathway variations on LOs*

##### Level 5

LO5.2: Compare, contrast and discuss key concepts from the academic study of media and communication, developing critical reading and thinking. (KU)

LO5.3: 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)

LO5.5: 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)

##### Level 6

LO6.2: Discuss, appraise, debate and apply key concepts from academic media and communication research, refining advanced critical reading, thinking and writing skills. (KU)

LO6.3: 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)

LO6.5: Demonstrate and employ advanced digital production skills across platforms, including specialisation within the chosen area such as working with data and AI. (PPP)

### *Digital Media and Journalism – pathway variations on LOs*

#### Level 5

LO5.2: 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)

LO5.3: Describe and explain how journalists and news organisations interact with wider society. (KU) (GA)

LO5.4: 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. (PPP) (GA)

LO5.5: Extend and consolidate digital production skills across platforms, including specialisation such as newsrooms and online journalism. (PPP)

#### Level 6

LO6.2: 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)

LO6.3: Describe, explain and evaluate how journalists and news organisations interact with wider society. (KU) (GA)

LO6.4: 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. (PPP) (GA)

LO6.5: Demonstrate and employ advanced digital production skills across platforms, including specialisation within a chosen area such as newsrooms and online journalism. (PPP)

### *Digital Media, Public Relations and Advertising – pathway variations on LOs*

#### Level 5

LO5.2: 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)

LO5.3: Describe and explain how public relations and advertising professionals and organisations interact with wider society. (KU) (GA)

LO5.4: 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. (PPP) (GA)

LO5.5: Extend and consolidate digital production skills across platforms, including specialisation within the chosen area of PR and advertising campaign production. (PPP)

#### Level 6

LO6.2: Discuss, appraise, debate and apply key concepts from academic media and communication research, with a focus on concepts relating to PR and advertising. (KU)

LO6.3: Describe, explain and evaluate how public relations and advertising professionals and organisations interact with wider society. (KU) (GA)

LO6.4: 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. (PPP) (GA)

LO6.5: Demonstrate and employ advanced digital production skills across platforms, including specialisation within the chosen area of PR and advertising campaign production. (PPP)

### *Digital Media Production – pathway variations on LOs*

#### Level 5

LO5.2: 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)

LO5.3: 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)

LO5.4: 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. (PPP) (GA)

LO5.5: Extend and consolidate digital production skills across platforms, including specialisation within the chosen area of web, visual and audio production. (PPP)

#### Level 6

LO6.2: 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)

LO6.3: 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)



LO6.4: 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 (PPP) (GA)

LO6.5: 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?**

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.

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, Creative Enterprise Centre and the School Employers' Panel, but it is ultimately the student's responsibility to find a placement.

### **How will you be assessed?**

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 program 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.

### **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

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

<b>Graduate Attribute</b>	<b>Evident in Course Outcomes</b>
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.

## **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. Not all options may be available in any year.

Note that the Digital Media programme includes several pathways, starting from level 5.

All students in the programme will take the same modules at level 4, including one designed to help you choose your pathway, *Creative Industries and Professional Life*.

At Level 5 all students take 2 shared core modules, 2 pathway modules and 2 options.

At Level 6 all students take 2 shared core modules, 1 pathway module and 2 options.

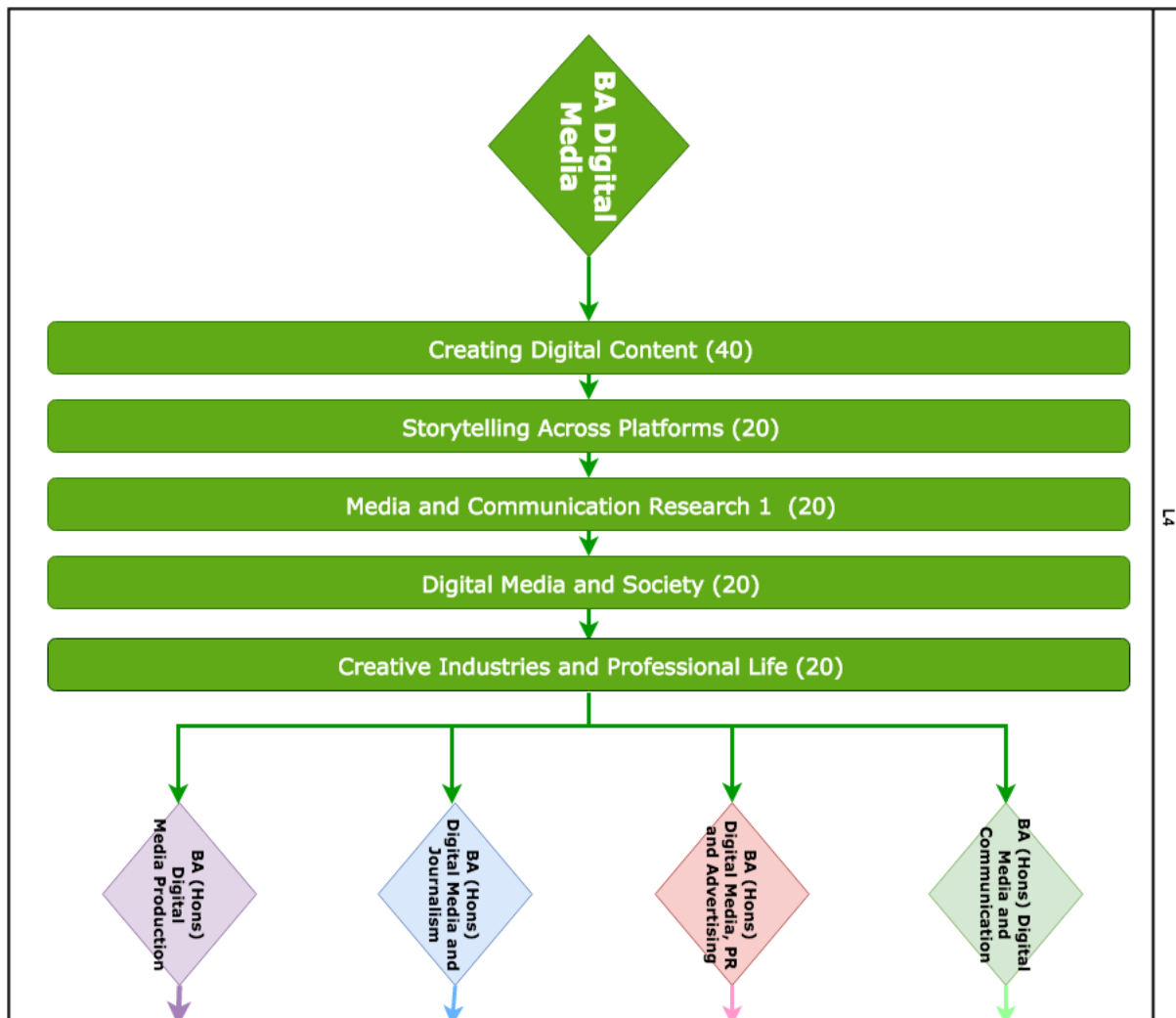
The diagram on the following pages shows the pathway routes through the programme.

Any student who completes the modules at level 4, the 2 shared core modules at level 5 and the 2 shared core modules at level 6, and who completes a diet of option modules that does not match one of these pathways, will be awarded a BA Digital Media.

Modules are described as:

- **Core** modules are taken by all students on the Digital Media programme.
- **Pathway core** modules provide specialist study and are taken by all students on that pathway.
- **Options** are colour coded to indicate their focus, eg a journalism or production focus.

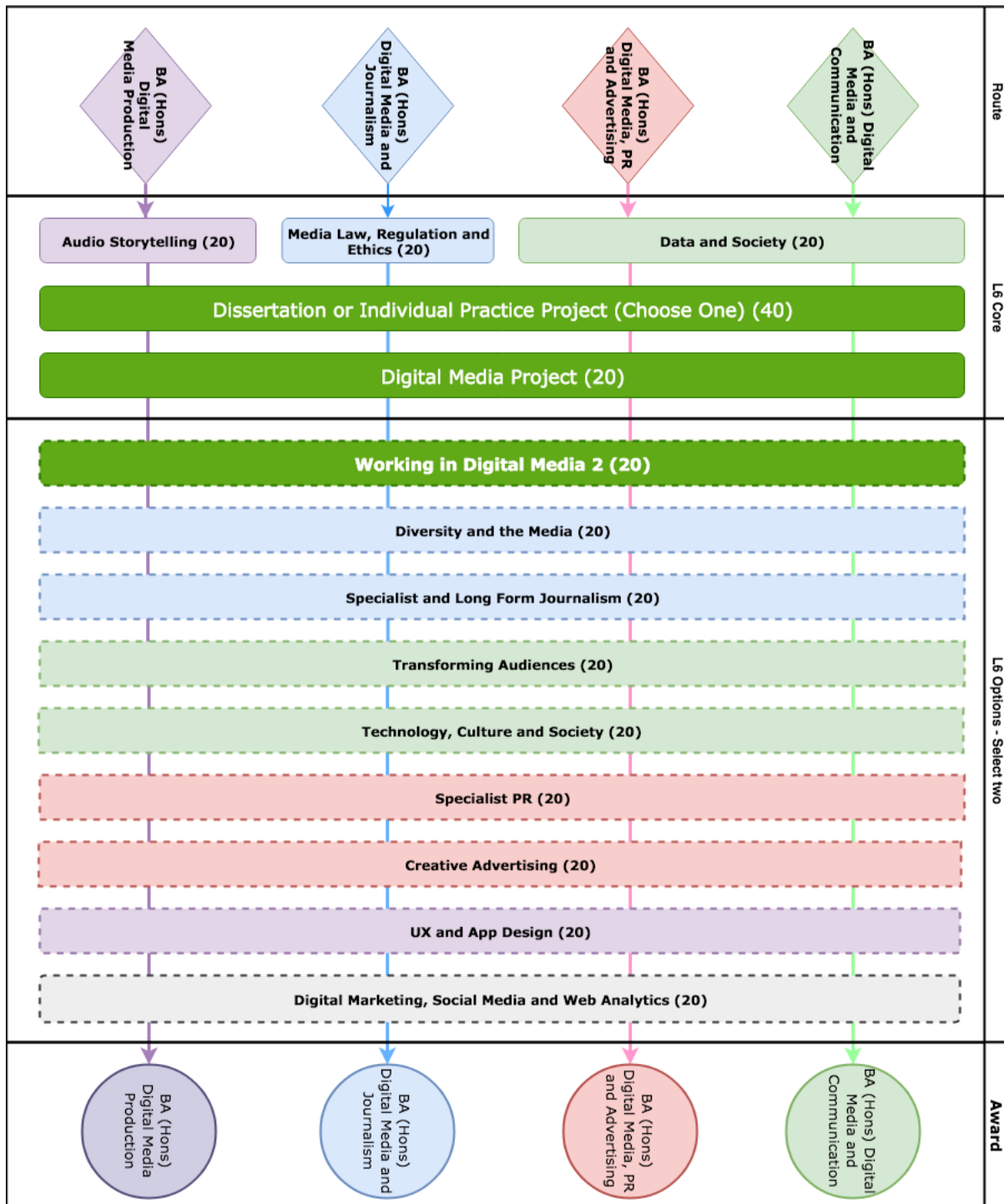
## Level 4



# Level 5



## Level 6



### Credit Level 4

Module code	Module title	Status	UK credit	ECTS
4MECM001W	Creating Digital Content	Core	40	20
4MECM005W	Storytelling Across Platforms	Core	20	10
4MECM004W	Media and Communication Research 1	Core	20	10

4MECM003W	Digital Media and Society	Core	20	10
4MECM002W	Creative Industries and Professional Life	Core	20	10
<b>Award of Certificate of Higher Education available</b>				
<b>Credit Level 5</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
<b>BA (Hons) Digital Media Production</b>				
5MECM010W	Commercial Radio Music Production *	Core	20	10
5MECM009W	Web Design *	Core	20	10
<b>BA (Hons) Digital Media and Journalism</b>				
5MECM005W	Content and Communities: Launching a Digital Publication	Core	20	10
5MECM006W	Stories, Updates, Feeds – Multiplatform News	Core	20	10
<b>BA (Hons) Digital Media, PR and Advertising</b>				
5MECM008W	Strategic and Marketing Communications	Core	20	10
5MECM007W	Consumer Culture and Society *	Core	20	10
<b>BA (Hons) Digital Media and Communication</b>				
5MECM003W	Internet Cultures *	Core	20	10
5MECM004W	Media and Communications Research 2 *	Core	20	10
<i>* denotes core module which is available as an option on other routes</i>				
<b>All routes</b>				
5MECM002W	Working in Digital Media 1	Core	20	10
5MECM001W	Theories of Media and Communication	Core	20	10
Select 2 from:				
5MECM013W	Media and the Climate Crisis	Option	20	10
5MECM011W	Celebrity Culture and the Media	Option	20	10
5MECM012W	Design Thinking	Option	20	10
5MECM014W	Mobile First	Option	20	10
5MECM017W	Specialist News and Features	Option	20	10
5MECM015W	Politics, Journalism and the Media	Option	20	10
5MECM016W	Produce Your Own Podcast	Option	20	10
5COSC017W	Human-Computer Interaction and User Experience	Option	20	10
5MMCS001W	3D Interactive Media Development	Option	20	10
5GPDS004W	Representation of Information	Option	20	10
5ANIM001W	Digital Aesthetics	Option	20	10
<b>Award of Diploma of Higher Education available</b>				
<b>Digital Media Placement Year:</b>				
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).				

**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).

**Credit Level 6**

Module code	Module title	Status	UK credit	ECTS
<b>BA (Hons) Digital Media Production</b>				
6MECM006W	Audio Storytelling	Core	20	10
<b>BA (Hons) Digital Media and Journalism</b>				
6MECM005W	Media Law, Regulation and Ethics	Core	20	10
<b>BA (Hons) Digital Media, PR and Advertising and BA (Hons) Digital Media and Communication</b>				
6MECM004W	Data and Society	Core	20	10
<b>All routes</b>				
6MECM001W	Digital Media Project	Core	20	10
Choose either:				
6MECM002W	Dissertation	Core	40	20
Or:				
6MECM003W	Individual Practice Project	Core	40	20
Select 2 from:				
6MECM013W	Working in Digital Media 2	Option	20	10
6MECM008W	Diversity and the Media	Option	20	10
6MECM010W	Specialist, Creative Long Form Journalism	Option	20	10
6MEST010W	Transforming Audiences	Option	20	10
6MECM011W	Technology, Culture and Society	Option	20	10
6MECM009W	Specialist Public Relations	Option	20	10
6MECM007W	Creative Advertising	Option	20	10
6MECM012W	User Experience and App Design	Option	20	10
6MARK017W	Digital Marketing, Social Media and Web Analytics	Option	20	10
<b>Award of BA or BA (Hons) available</b>				

**Please note:** We aim to let you study your first choice of option modules whenever possible. However please note that not all option modules will necessarily be offered in any one year, depending on demand. In addition, timetabling constraints and limited spaces may mean you cannot take your first choice of option modules.

**Professional Body Accreditation or other external references**

N/A



## **Academic regulations**

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

## **How will you be supported in your studies?**

### **Course Management**

The Digital Media BA program 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 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, additional support available and your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. 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 uses 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 [westminster.ac.uk/blackboard](http://westminster.ac.uk/blackboard).

### **Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](http://westminster.ac.uk/academic-learning-development).

Learning support includes four libraries, each holding 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. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

### **Support Services**

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at [westminster.ac.uk/student-advice](http://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 [westminster.ac.uk/students-union](http://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 in 2020. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

### **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at course / module level, students have the opportunity to express their voice in the running of their course. Student 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 student representatives.
- There are also School Staff Student Exchange meetings that enable wider discussions across the School. Student representatives are also represented on key College and University committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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