

**KEY PROGRAMME INFORMATION**

<p><b>Originating institution(s)</b> Bournemouth University</p>	<p><b>Faculty responsible for the programme</b> Faculty of Media and Communication</p>
<p><b>Final award(s) and title(s)</b></p> <p>Students undertaking this Year 0 <b>Foundation Year Certificate: Media and Communication</b> (120 Credits / 60 ECTS) will be enrolled directly on one of the following awards (Please refer to the individual specifications for details of the credit arrangements):</p> <p>BA (Hons) Communication and Media – P300 – 100444          BA (Hons) Multimedia Journalism – P500 – 100445          BA (Hons) Multimedia Sports Journalism– P500 – 100445          BA (Hons) Marketing Communications– 100075          BA (Hons) Marketing Communications with Advertising– 100075 (60%), 100074 (40%)          BA (Hons) Marketing Communications with Digital Media– 100075 (60%), 100440 (40%)          BA (Hons) Marketing Communications with Public Relations– 100075 (60%), 100076 (40%)          BA (Hons) Film– T6H3 – 100441 s          BA (Hons) Media Production– PH10 - 100443          BA (Hons) Television Production– W621 – 100444 (47.5%), 100923 (47.5%), 100443 (5%)          BA (Hons) Photography– 100063          BA (Hons) Immersive Media– 100443 (80%), 100444 (20%)          BA (Hons) English– Q300 – 100320          BA (Hons) History– V100 – 100310          BA (Hons) Politics– P486 – 100491          BA (Hons) Politics and Economics– P486 – 100491 (50%), 100450 (50%)          LLB (Hons) Law– 100485          LLB (Hons) Law with Politics) – 100485 (major), 100491 (minor)          LLB (Hons) Law, Media &amp; Creative Industries– P300 - 100485 (major), 100444 (minor)          BA (Hons) Criminology with Law– L375 - 100484 (70%), 100485 (30%)</p> <p><b>Note: This specification should be considered alongside the relevant award specification as listed above and is not intended to be marketed as a standalone award. These programme titles will be marketed as ‘with Foundation Year Certificate’. Final award at Level 6 will not contain “(with Foundation Year Certificate)” on the student’s transcript.</b></p>	
<p><b>Intermediate award(s), title(s) and credits</b></p> <p>Students who achieve a minimum of 80 credits at Level 0 will be awarded a Foundation Year Certificate: Media and Communication.</p> <p>For details of the intermediate awards, titles and credits for each individual programme please refer to the individual specifications.</p>	
<p><b>UCAS Programme Code(s) (where applicable and if known)</b> Foundation Year – P300</p> <p>Details for the degree programmes are stated above.</p>	<p><b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> Foundation Year - 100444</p> <p>Details for the degree programmes are stated above.</p>
<p><b>External reference points</b></p> <ul style="list-style-type: none"> <li>• <a href="#">SEEC descriptors</a>,</li> <li>• The UK Quality Code for Higher Education including:             <ul style="list-style-type: none"> <li>○ Qualifications Frameworks (incorporating the Framework for Higher Education Qualifications) (FHEQ);</li> <li>○ Characteristics Statements (Foundations Degrees, Master’s Degrees, Doctoral Degrees)</li> <li>○ Credit Frameworks;</li> </ul> </li> </ul>	

## Programme Specification – Section 1

<ul style="list-style-type: none"> <li>○ Subject Benchmark Statement: Communication, Media, Film and Cultural Studies (Dec 2019)</li> <li>○ Subject Benchmark Statement; History (Dec 2019)</li> <li>○ Subject Benchmark Statement: Law (Nov 2019)</li> <li>○ Subject Benchmark Statement: Politics and International Relations (Dec 2019)</li> <li>○ Subject Benchmark Statement: English (Dec 2019)</li> <li>○ Foundation Degree qualification benchmark.</li> </ul> <ul style="list-style-type: none"> <li>● UN Sustainable Development Goals (SDGs)</li> </ul>	
<p><b>Professional, Statutory and Regulatory Body (PSRB) links</b>            The named awards upon which students will be enrolled have links with a range of PSRBs, including the <i>National Council for the Training of Journalists</i>, the <i>Broadcast Journalists Training Council</i>, the <i>Periodicals Training Council</i>, the <i>Chartered Institute of Marketing (CIM)</i>, the <i>Solicitors Regulation Authority</i>, the <i>Bar Standards Board</i>.            Refer to the programme specification for the relevant programme for details of specific PSRB relationships.</p>	
<p><b>Places of delivery</b>            Bournemouth University</p>	
<p><b>Mode(s) of delivery</b>            Full-time            Part-time</p>	<p><b>Language of delivery</b>            English</p>
<p><b>Typical duration</b>            12 months full-time            24 months part-time</p>	
<p><b>Date of first intake</b>            September 2021</p>	<p><b>Expected start dates</b>            September</p>
<p><b>Maximum student numbers</b>            N/A</p>	<p><b>Placements</b>            N/A</p>
<p><b>Partner(s)</b>            N/A</p>	<p><b>Partnership model</b>            N/A</p>
<p><b>Date of this Programme Specification</b>            May 2023</p>	
<p><b>Version number</b>            V1.2-0924</p>	
<p><b>Approval, review or modification reference numbers</b>            E2021 28            FMC 2223 03 approved 18/11/22, previous version 1.0 0922            FMC 2223 18, approved 04/05/2023, previous version 1.1 -0923</p>	
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**Programme Specification – Section 1**

**PROGRAMME STRUCTURE**

<b>Programme Award and Title: Foundation Year Certificate</b>										
<b>Year 0/ Level 0</b>										
Students are required to complete 2 core units and the two units associated with their chosen pathway (Pathway 1: Communication & Media or Pathway 2: Humanities & Law).										
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings				Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)	
			Cwk 1	Cwk 2	Cwk 3	Cwk 4				
Academic and Professional Practice	Core	40	25	25	25	25	90	BUBS V1.1	101090 101278 (Balanced)	
Collaborative Communication Project	Core	40	50	50			60	V1.1	100443 (Major) 100444 (Minor)	
Media and Current Debates	Core (Pathway 1)	20	50	50			36	V1.0	100444	
Media Work	Core (Pathway 1)	20	50	50			36	V1.0	100444	
Understanding Contemporary Britain	Core (Pathway 2)	20	50	50			36	V1.0	100758 101233 (Balanced)	
Law and Government	Core (Pathway 2)	20	100				36	V1.0	100485 100610 (Balanced)	
<b>Progression requirements:</b> Requires 120 credits at Level 0 to progress to validated named degree programmes.										
<b>Exit qualification:</b> Foundation Year Certificate (a minimum of 80 credits at Level 0)										

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

Foundation Year, Level 0, is specifically designed to **widen access** for those applicants holding UCAS points lower than our advertised tariff or Clearing tariff. This programme aims to develop students who, after 12 months (F/T) or 24 months (P/T), will join and succeed in one of **twenty focused undergraduate degree programmes** through **two pathways** (Communication & Media, Humanities & Law). By creating this programme specification, it allows for a **seamless transition** from Level 0 to Level 4, Level 5, Placement Year (optional on most of our programmes, but compulsory for the Marketing and Law programmes) and culminating at Level 6 in the award of an Honours Degree.

Our programme will not only **empower and benefit students at Level 0**, by providing them with the essential knowledge, skills, and experience of university life so as to hit the ground running as soon as they join Level 4; it will also create a **ripple effect of pedagogic benefits for the student experience of all future Level 4, 5, and 6 cohorts**, by enabling those students who have taken the foundation year to make the most of their undergraduate studies, support their peers, and become leaders within their respective cohorts.

This Foundation Year is a **collaborative and interdisciplinary** project bringing together **three departments** of the Faculty of Media and Communication (Communication & Journalism, Media Production, Humanities & Law) as well as **three BU faculties** (FMC; the Bournemouth University Business School, with which it shares the core Academic & Professional Practice unit; and the Faculty of Health and Social Sciences, as students completing the Humanities & Law pathway will be able to join the FHSS's Criminology with Law course).

The **Communication & Media pathway** serves twelve undergraduate courses across two departments (Communication & Journalism, Media Production):

BA (Hons) Communication and Media  
BA (Hons) Multimedia Journalism  
BA (Hons) Multimedia Sports Journalism  
BA (Hons) Marketing Communications  
BA (Hons) Marketing Communications with Advertising  
BA (Hons) Marketing Communications with Digital Media  
BA (Hons) Marketing Communications with Public Relations  
BA (Hons) Film  
BA (Hons) Media Production  
BA (Hons) Television Production  
BA (Hons) Photography  
BA (Hons) Immersive Media

Through its two bespoke 20-credit units (Media and Current Debates; Media Work), this pathway provides students with foundational knowledge delivered through case studies and anchoring broader conceptual and ethical discussions to current debates. It also provides the space for students to develop their personal and professional needs, identities and digital footprint.

The **Humanities & Law pathway** serves seven undergraduate courses in FMC and one course delivered with FHSS:

## Programme Specification - Section 2

BA (Hons) English  
BA (Hons) History  
BA (Hons) Politics  
BA (Hons) Politics and Economics  
LLB (Hons) Law  
LLB (Hons) Law with Politics  
LLB (Hons) Law, Media & Creative Industries  
BA (Hons) Criminology with Law

Its two bespoke 20-credit units (Understanding Contemporary Britain, Law and Government) allow the four disciplines of the Humanities & Law department (English, History, Law and Politics) to integrate organically, by highlighting the many linkages between and across those subjects (e.g. the integral connection of law and government, shared principles and practices of legal and historical research, the importance of language and articulation in literary, political and legal contexts, the role of diverse cultures and minorities in the shaping of modern Britain, and the interactive flows between popular culture and political image, to name but a few).

Therefore, the driving pedagogic aim of this Foundation Year is not to replicate the undergraduate curriculum, but to provide students with an **appreciation of the analytical, theoretical and practical tools** that will enable them to make the most of their undergraduate studies and realise their potential as professionals.

The FMC Foundation Year follows on from the successful introduction of similar foundation year programmes across other BU faculties (BUBS, FST, FHSS). It further promotes BU's commitment to **widening participation** by acknowledging that talented students with potential to succeed at degree level may come from a wide range of backgrounds and educational experiences and need a different HE environment to do so.

This programme was designed in **consultation with level 4 and unit tutors** across all named courses so as to identify the foundational knowledge, skills and competencies that students entering university at level 4 should ideally have.

Students on this particular course will fall into **three major categories**:

- Mature students returning to full-time education often with a mix of vocational experience and qualifications;
- Students who have either non-subject appropriate A Levels or lack appropriate A Levels or equivalent qualifications for their chosen degree course;
- Students who have been identified as having potential to undertake such subjects but who would benefit from an additional year of study to realise this potential.

The FMC Foundation Year programme:

- Develops the students' **contemporary knowledge, understanding, and critical analysis** of facts, concepts, principles and key functional areas in the disciplines of Media, Communication, Humanities and Law;
- Develops the students' **confidence** in practising core academic and professional skills which underpin successful performance in an undergraduate degree context and support the development of employability.
- Develops the students' understanding of the holistic **interdisciplinary nature of media and communication** through a Collaborative Communication Project unit in which students from different disciplines and backgrounds will bring their own interests and develop their skills working on the same problem or project
- Follows the BU **Fusion Learning approach** (education, research and professional practice elements embedded in the curriculum);
- Develops the students' appreciation of the **ethical and legal dimensions** of media, communication, humanities and law practice;
- Integrates an **international focus** and reflects the UN sustainable development goals for responsible practice;

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- Takes an **inclusive approach** and the programme is delivered by a diverse staff base.
- Allows students to develop their **personal and professional identity** as well as their sense of belonging in, and affinity with, the BU community.
- Has a focus on developing **core value sets** for students' personal and professional development based on the BU values of excellence, inclusivity, creativity and responsibility.
- Places particular emphasis on nourishing **intercultural understanding**, and stressing the importance and benefits of equality and diversity in media and communication industries.

Their subject-specific knowledge, combined with interpersonal and practical competencies will allow them to pursue a **suitable degree programme** of their choice and subsequently **career opportunities** across a wide spectrum of roles, organisations and sectors, both at home and internationally. Emphasis within the Foundation Year is placed on the acquisition and informed application of knowledge and understanding, as well as the development of professional skills, values, behaviours, capabilities and personal qualities to act upon that knowledge.

Throughout their studies, students develop by considering such issues as the **social, ethical and political impact of decisions**, managing diversity, being globally aware, and dealing with uncertainty and ambiguity. Students are encouraged to develop their full potential in a stimulating learning environment, in which there is a strong emphasis on developing autonomy, resourcefulness and the abilities to manage themselves and others.

The development of **personal and professional effectiveness, employability skills, global awareness and responsible citizenship** features prominently throughout the Foundation Year programme, requiring students to reflect upon, and develop:

- ability to build and maintain relationships, and work collaboratively;
- ability to value diversity and work with people from a range of backgrounds and cultures;
- effective communication and listening skills, including the ability to produce clear, structured communications in a variety of media and for a range of purposes;
- emotional intelligence and empathy;
- analytical thinking;
- self-management, including a readiness to accept responsibility, become an independent learner, be resilient, proactive and appropriately assertive, and to plan, organise and manage time;
- self-awareness, self-reflection, and a commitment to personal and professional development.

## ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The Foundation Year is fully aligned with the BU 2025 Strategic Plan, BU's Fusion vision and outcomes, and its values of excellence, inclusivity, responsibility and creativity:

- All our programmes fuse relevant, inclusive and contemporary curricula with the expertise of the teaching team, as well as industry practitioners, both within and beyond the university's campus (A1-A3; B3; C1; C2; D1; D2);
- Learning, teaching and assessment are informed by the current research, education and professional practice interests of the teaching team and relevant external collaborators and partners (A1-A3; B1-B3; C1; D1; D2);
- Our programmes equip students with the intellectual, practical and transferable skills for future employment (A3; B1; C1; C2; D1; D2);
- Our students develop a critical understanding of ethical professional practice, social responsibility and sustainability (C1-3; D1; D2);
- Our curricula enable students to develop cultural awareness and/or an appreciation of their subject within a global context through the study of units with an international focus, as well as through opportunities to study and/or work abroad (A1; A2; C2; D3).

Additionally, our programmes align with other key BU priorities, as follows:

- Programme delivery makes full use of BU's virtual learning environment (VLE), Brightspace, through which students can remotely access programme-related materials and additional information / support, as well as submit assessment;

## Programme Specification - Section 2

- Learning, teaching and assessment on these programmes are informed by BU's 'Centre for Fusion Learning, Innovation and Excellence' (FLIE), including the Technology Enhanced Learning (TEL) strategy. Accordingly, blended learning, flipped learning, co-creation, feedback / feed-forward, patchwork assessment, phased assessment, and other dynamic and innovative pedagogical approaches are embedded within the programmes;
- In line with BU's commitments to responsibility and sustainability, the curriculum is delivered in accordance with the specifications and requirements of industry stakeholders and Professional, Regulatory and Statutory Bodies (PSRBs), as well as with the UN Sustainability Development Goals (UNSDG);

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits. Similarly, 40 credits equates to 400 study hours and are equivalent to 20 ECTS credits.

Contact hours may take the form of timetabled / scheduled sessions, such as lectures, seminars, workshops and demonstrations, one-to-one tutorials, assessment feedback sessions and so on, but may also take the form of virtual contact, e.g. via email, Brightspace (VLE) and other forms of technology. Our programme is designed so that, if necessary, it can be delivered remotely (online) without requiring major modifications.

For the two shared, year-long Foundation Year Units (Academic and Professional Practice; Collaborative Communication Project), the total number of contact hours is equivalent to 90. On the 20-credit, semester-long pathway units, which have a particularly strong focus on independent learning, written assessment and/or emphasis on simulating industry scenarios, the number of contact hours is 36.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit normally consists of 3,000 words or equivalent, while for a 40 credit unit it consists of 6,000 words or equivalent. The Foundation Year will include a wide range of assessment techniques (e.g. coursework, presentations, reflective portfolios, pitches, digital artefacts and social media campaigns, workshop design and delivery, time-constrained papers etc) to give students experience of undertaking assessment types which are used on their choice of degree programme. Assessments are marked based on the Bournemouth University's Generic Marking Criteria ([ARPP 6F – Generic Assessment Criteria Procedure](#)) for the level. Bournemouth University's standard re-assessment regulations will be applied as appropriate and students will be given opportunity to resubmit the same assessment to show that they have addressed the feedback appropriately and meet the ILOs of the unit. For the Foundation Year, an individual student must pass all 120 credits under the University's Standard Regulations before progressing to level 4.

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

## Programme Specification - Section 2

Students will have the full support of the FMC Learning Development Team, which provides bespoke one-to-one support on study skills, writing, referencing etc. Students taking the Humanities & Law pathway will be offered training workshops on the Oxford Legal Referencing system delivered by BU Library staff.

Semester 2 pathway units (Media Work; Law & Government) will feature external guest speakers, as well as guest talks by FMC members of staff so as to familiarise students with the tutors who will be teaching them during their undergraduate programme, as well as to enrich the curriculum with research-led learning and teaching.

Since our Foundation Year allows for students to gain access to a range of FMC programmes that focus significantly on the needs and expectations of employers, as well as organisational contexts and challenges, some assessments, e.g. presentations, simulations, practical exercises, may also be evaluated formatively by qualified professional practitioners, who will typically provide informal feedback at the time of the assessment.



**INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES**

**LEVEL 0/ FOUNDATION YEAR CERTIFICATE INTENDED LEVEL OUTCOMES**

<p><b>A: Knowledge and understanding</b></p> <p>Level 0 provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Level 0 learning outcomes:</p>
<p>A1) Understand the basic functions of media and communication;</p> <p>A2) Explain the main concepts, theories and/or practice relating to the media and communication industries (pathway 1) and to humanities and law (pathway 2);</p> <p>A3) Locate and organise a range of information or evidence from given or familiar sources.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (A1-A3);</li> <li>• Seminars/workshops (A2-A3);</li> <li>• Directed reading (A1-A3);</li> <li>• Directed multimedia production and writing (A2-A3);</li> <li>• Use of the VLE (A3);</li> <li>• Independent research (A1-A3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Coursework essays or reports (A1-A3);</li> <li>• Presentations (group or individual) (A1-A3)</li> <li>• Collaborative, case study and/or multimedia projects (A1-A3)</li> <li>• Reflective and/or peer assessment (A1-A2)</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This Foundation Year provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Level 0 learning outcomes:</p>
<p>B1) Apply learning to a range of subject-related tasks;</p> <p>B2) Analyse a range of material using given methods.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars/workshops (B1, B2);</li> <li>• Directed reading (B1, B2);</li> <li>• Use of the VLE (B1, B2);</li> <li>• Independent research (B1, B2).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Coursework essays or reports (B1, B2);</li> <li>• Presentations (group or individual) (B1, B2)</li> <li>• Reflective and/or peer assessment</li> <li>• Collaborative, case study and/or multimedia projects (B1, B2).</li> </ul>

## Programme Specification - Section 2

<p><b>C: Practical skills</b></p> <p>This Foundation Year provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Level 0 learning outcomes:</p>
<p>C1) Understand and apply learning in key academic skills</p> <p>C2) Use various models/frameworks to reflect and improve on personal and professional development needs.</p> <p>C3) Understand and begin to develop the practical skills which are identified as important by employers.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars/Workshops (C1-C3)</li> <li>• Tutorials/Surgeries (C1-C2)</li> <li>• Group exercises (C1-C3)</li> <li>• Directed multimedia production and writing (C1-C3)</li> <li>• Guest lectures and masterclasses (C2-C3)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Presentations (group or individual) (C1-C3)</li> <li>• Reflective and/or peer assessment (C1-C3)</li> <li>• Collaborative, case study and/or multimedia projects (C3).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This Foundation Year provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Level 0 learning outcomes:</p>
<p>D1) develop confidence in interpersonal skills including collaboration, active listening, socio-emotional intelligence, and presentations.</p> <p>D2) understand the importance of personal and professional values in recognising diversity and inclusion in the workplace.</p> <p>D3) understand and reflect on the importance of autonomy, responsibility and resilience in study and work.</p> <p>D4) Understand and practice the research and written communication skills required for further study and work.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Lectures (D1-D4)</li> <li>• Seminars/workshops (D1- D4)</li> <li>• Tutorials/surgeries (D1-D4)</li> <li>• Use of the VLE (D1-D4)</li> <li>• Group exercises (D1-D2)</li> <li>• Simulations/role-playing scenarios (D1-D2)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Coursework essays (D1 – D4);</li> <li>• Reflective and/or peer assessment (D1-D4)</li> <li>• Presentations (group or individual) (D1-D2, D4)</li> <li>• Simulations/role-playing scenarios (D1-D3)</li> </ul>

## **ADMISSION REGULATIONS**

The regulations for the Foundation Year are the University's Standard Undergraduate Admissions Regulations.

## **ASSESSMENT REGULATIONS**

The regulations for this programme are the University's [Standard Undergraduate Assessment Regulations](#).

## **WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS**

Bournemouth university undergraduate degree programmes embed a range of placement learning opportunities, including 30 week sandwich placements, and shorter placements. See the relevant programme specification for specific details.

Programme Specification - Section 2

Programme Skills Matrix

Units		Programme Intended Learning Outcomes																				
		A 1	A 2	A 3			B 1	B 2				C 1	C 2	C 3			D 1	D 2	D 3	D 4		
L E V E L  0	Academic and Professional Practice			X			X	X				X	X	X			X	X	X	X		
	Collaborative Communication Project	X	X	X			X	X				X	X	X			X	X	X	X		
	Pathway 1: Communication & Media	Media and Current Debates	X	X	X			X	X				X					X	X	X	X	
		Media Work	X	X	X			X	X				X	X	X			X	X	X	X	
	Pathway 2: Humanities & Law	Understanding Contemporary Britain	X	X	X			X	X				X		X			X	X	X	X	
		Law and Government		X	X			X	X				X		X					X	X	

## Programme Specification - Section 2

<p><b>A – Subject Knowledge and Understanding</b> This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <p>A1) Understand the basic functions of media and communication;</p> <p>A2) Explain the main concepts, theories and/or practice relating to the media and communication industries (pathway 1) and to humanities and law (pathway 2);</p> <p>A3) Locate and organise a range of information or evidence from given or familiar sources.</p>	<p><b>C – Subject-specific/Practical Skills</b> This programme provides opportunities for students to:</p> <p>C1) Understand and apply learning in key academic skills</p> <p>C2) Use various models/frameworks to reflect and improve on personal and professional development needs.</p> <p>C3) Understand and begin to develop the practical skills which are identified as important by employers.</p>
<p><b>B – Intellectual Skills</b> This programme provides opportunities for students to:</p> <p>B1) Apply learning to a range of subject-related tasks;</p> <p>B2) Analyse a range of material using given methods.</p>	<p><b>D – Transferable Skills</b> This programme provides opportunities for students to:</p> <p>D1) develop confidence in interpersonal skills including collaboration, active listening, socio-emotional intelligence, and presentations.</p> <p>D2) understand the importance of personal and professional values in recognising diversity and inclusion in the workplace.</p> <p>D3) understand and reflect on the importance of autonomy, responsibility and resilience in study and work.</p> <p>D4) Understand and practice the research and written communication skills required for further study and work.</p>

