

COURSE SPECIFICATION

Course Aim and Title	BA(Hons) Advertising with Foundation BA(Hons) Media and Communications with Foundation BA(Hons) Media Production with Foundation BA(Hons) Film with Foundation
Intermediate Awards Available	N/A
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	ADI
UCAS Code	BA (Hons) Advertising with Foundation Year - N564 BA (Hons) Media and Communications with Foundation Year - P301 BA (Hons) Media Production with Foundation Year - N/A BA (Hons) Film with Foundation Year - W622
Professional Body Accreditation	
Relevant QAA Benchmark Statements	CMFC, Creative Writing
Additional Versions of this Course	N/A
Date Specification Last Updated	2014

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- To develop in students the core academic and practical skills necessary for the study of the different disciplines represented in the course
- To assist in the development of the ability to work independently in preparation for levels 4-6
- To stimulate engagement and participation in the learning process
- To cultivate a learning environment that emphasises the importance of expression and reflective thinking for personal and professional development

What you will learn:

Knowledge

- Demonstrate a basic knowledge of the underlying concepts and principles associated with their area of study

- Interpret underlying concepts and principles within the context of their area of study
- Demonstrate a basic knowledge of creative practice within the context of their chosen area of study

Thinking skills

- Apply given approaches to problem solving related to their area of study and/or work
- Demonstrate a basic ability to evaluate the appropriateness of different approaches to problem solving
- Develop basic lines of argument in accordance with the theories and concepts of their subjects of study

Subject-Based Practical skills

- Develop core key skills within a structured and managed environment and with external evaluation
- Develop media production skills related to their chosen area of study with external evaluation

Skills for life and work (general skills)

- Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility
- Demonstrate the ability to reflect critically on their own performance and that of peers

Learning and Teaching

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- The demands of the study medium (e.g. distance learning)
- Planning activities with feedback
- Project work

Assessment

Knowledge is assessed by

- Coursework
- Essays
- Presentations

Thinking skills are assessed by

- Coursework
- Reflective essays
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

N/A

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
3	MS3010	Academic Development	20	Core	
3	MS3017	Social Media Project	20	Core	
3	MS3018	Ways of Looking	20	Core	
3	MS3013	Narrative and Creativity	20	Core	
3	MS3011	Group Film Project	20	Core	
3	MS3014	Professional Development (Mental Wealth)	20	Core	

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 120 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

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The expected duration of this course is 4 years full-time or 8 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years (or 8 years for Foundation) from first enrolment.

The time limit for completion of a course is six years after first enrolment on the course.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

N/A.

Alternative Locations of Delivery

N/A