

Degree of Bachelor of Arts with Honours in Media, Communication and Cultural Studies

UCAS Code: PQL0

Notes

- (i) *These programme regulations should be read in conjunction with the University's Undergraduate Progress Regulations and Examination Conventions.*
- (ii) *All optional modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module. Not all modules may be offered in all years and they are listed subject to availability.*
- (iii) *A compulsory module is a module which a student is required to study.*
- (iv) *A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*

1. Stage 1

- (a) Unless otherwise stated modules are not core.
- (b) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM1023	Introduction to Media Studies	20		20	C	Yes
COM1025	Researching Media, Communication and Culture I	20	10	10	C	Yes
COM1026	Introduction to Social and Cultural Studies	20	20		C	Yes
COM1031	Online Communication I	20	20		C	

- (c) All candidates may take up to 40 credits from the following optional modules but must take a minimum of 20 credits:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM1028	Introduction to Professional Communication	20		20	C	
COM1030	Writing for the Media: Journalism	20		20	C	

- (d) All candidates may substitute 20 credits of the above options with modules from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
ACE1026	Essentials of Marketing Part 1	10	10		C	
ACE1028	Essentials of Marketing Part 2	10		10	C	
BUS1001	Introduction to Management and Organisation	20	10	10	C	
POL1022	Introduction to Political Thought	20	10	10	C	
PSY1002	Development and Social Psychology	10		10	C	

PSY1005	Sensation and Perception	10	10		C	
PSY1006	Instinct, Learning and Memory	10		10	C	
SEL1005	Introduction to English Syntax	10	10		H	
SEL1006	Introduction to Phonetics/Phonology	10	10		C	
SEL1012	Introduction to English Historical Linguistics	20		20	I	
SOC1027	Comparing cultures	20	20		C	
SOC1028	Social Justice and Citizenship	20		20	C	
SOC1029	Doing Sociology	20	10	10	C	

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

OR PATHWAYS

(e) With the approval of the Degree Programme Director, candidates shall select 40 credits in a named pathway in Management and Marketing or Sociology or English Language and Linguistics, alongside 80 credits of compulsory and optional modules listed below.

Pathway candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM1023	Introduction to Media Studies	20		20	C	Yes
COM1025	Researching Media, Communication and Culture I	20	10	10	C	Yes
COM1026	Introduction to Social and Cultural Studies	20	20		C	Yes

Pathway candidates shall select one of the following optional modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM1028	Introduction to Professional Communication	20		20	C	
COM1030	Writing for the Media: Journalism	20		20	C	
COM1031	Online Communication I	20	20		C	

Management:

(f) All candidates shall take the following modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
ACE1026	Essentials of Marketing Part 1	10	10		C	
ACE1028	Essentials of Marketing Part 2	10		10	C	
BUS1001	Introduction to Management and Organisation	20	10	10	C	

Sociology:

(g) All candidates shall select 40 credits from the following modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
SOC1027	Comparing cultures	20	20		C	
SOC1028	Social Justice and Citizenship	20		20	C	
SOC1029	Doing Sociology	20	10	10	C	

English:

(h) All candidates shall take the following modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
SEL1005	Introduction to English Syntax	10	10		H	
SEL1006	Introduction to Phonetics/Phonology	10	10		C	
SEL1012	Introduction to English Historical Linguistics	20		20	I	

2. Stage 2

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM2069	Researching Media, Communication and Culture II	20	10	10	I	Yes
COM2070	Industry and Organisations: Event Management in Media and Creative Industries	20	20		I	Yes

(b) All candidates shall take a minimum of 20 credits from core modules listed below:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM2010	Communication and Culture: Global Media	20	20		I	Yes
COM2075	Representations: Identity, culture and Society	20		20	I	Yes

(c) All candidates shall take a minimum of 20 credits from optional modules listed below:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM2071	Sex, Sexuality and Desire	20	20		I	
COM2073	Communication, Emotion and Psychoanalysis	20		20	I	

(d) All candidates shall take a minimum of 20 credits from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Core</i>
COM2054	Communication Online	20		20	I	
COM2068	Writing for the Media	20		20	I	

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

OR PATHWAYS

With the approval of the Degree Programme Director, candidates shall select 40 credits in a named pathway in Management and Marketing or Sociology or English Language and Linguistics, alongside 60 credits of core modules from lists (a) and (b) above and 20 credits of optional modules from lists (c) and (d) above from the School of Education, Communication and Language Sciences:

Management:

(e) Candidates shall select 20 credits from the following modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACE2002	Marketing Environments	10	10		I	Optional
ACE2005	Marketing Communications	10		10	I	Optional

And

(f) Candidates shall select 20 credits from the following modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
BUS2011	Business Enterprise	20	10	10	H	Optional
BUS2019	Understanding Work & Organisations	20	10	10	H	Optional

OR

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
BUS2012	Human Resource Management	10	10		H	Optional
BUS2013	Human Resource Management in Practice	10		10	H	Optional

With the approval of the Degree Programme Director, candidates shall select 40 credits in Sociology or English Language and Linguistics, alongside 60 credits of core modules from lists (a) and (b) above and 20 credits of optional modules from lists (c) and (d) above from the School of Education, Communication and Language Sciences.

3. Stage 3

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
COM3073	Research Dissertation: Researching Media, Communication and Culture III	40	10	30	H	Core
COM3074	Themes and Issues in Contemporary Media Communication and Cultural Studies	20	20		H	Core

(b) All candidates shall take a minimum of 40 credits of optional modules normally selected from the following list:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
COM2066	Representations and Images of Teaching in Literature and Film	20		20	H	Optional
COM3001	Magazine Publishing	20	20		H	Optional
COM3063	Advertising and Consumption	20		20	H	Optional
COM3067	Television Studies	20	20		H	Optional
COM3078	Globalisation and National Culture	20	20		H	Optional

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

OR PATHWAYS

With the approval of the Degree Programme Director, candidates shall select 40 credits in Management and Marketing or Sociology or English Language and Linguistics, alongside 60 credits of core modules and a further 20 credits of optional modules from list (b) above from the School of Education, Communication and Language Sciences:

Management:

(c) Candidates shall select 20 credits from the following modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
ACE3001	Contemporary Marketing Literature	10	10		I	Optional
ACE3002	Strategic Marketing	10	10		H	Optional
ACE3003	Advanced Marketing Communications and Management	20		20	H	Optional
ACE3005	Direct Marketing	10		10	H	Optional

(d) And candidates shall select 20 credits in the following modules:

Either

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
BUS3016	Public Services Management	20	10	10	H	Optional

OR

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
BUS3018	Contemporary Management Literature	10	10		H	Optional
BUS3019	The Representation of Management and Organisations in Popular Culture	10		10	H	Optional

OR

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>
BUS3021	International Human Resource Management	10		10	H	Optional
BUS3022	Strategic Human Resource Management	10	10		H	Optional

2. Assessment methods

Details of the assessment pattern for each module are explained in the module outline. The programme will use a number of assessment methods that include: essays; timed assignments; in-class examinations; press releases; presentation of projects/investigations; portfolios; reports; dissertations; on-line submissions.

3. Degree title

Candidates who have satisfied the examiners in a minimum of 120 credits in either Management or Sociology or English Language and Linguistics may, at the discretion of the Board of Examiners, be awarded the Degree of BA (Hons) in Media, Communication and Cultural Studies with either Management or Sociology or English as follows:

BA (Hons) in Media, Communication and Cultural Studies with Management

BA (Hons) in Media, Communication and Cultural Studies with Sociology

BA (Hons) in Media, Communication and Cultural Studies with English

4. Degree classification

Candidates will be assessed for degree classification on the basis of all the modules taken at Stages 2 and 3 with the weighting of the stages being 1:2 (33/66) for Stage 2 and Stage 3 respectively.