

Programme Specification: Post Graduate Taught

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	MA Digital Media and Society
Award type	Taught Masters
Mode of study	Full-time Modular Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	1 year full time, 2 years part time Entry points: September or January
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Full-time fee for 2025/6 is £9,100</p> <p>Part-time fee for 2025/6 is £5,000*</p> <p>International students:</p> <p>Fee for 2025/6 is £16,600</p>

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* These fees are for new students. We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

2. Overview of the Programme

The UK's media and entertainment industries are booming with total market value projections of £121bn by 2028 (pwc 2024). Digital media are the forefront of this growth accounting for more than half of the total revenue (Statista 2025). Sectors such as online advertising, over-the-top (OTT) video streaming services, and social media content creation are seeing incredible amounts of investment and innovation. At the same time, the media industry is struggling to recruit and retain their workforce due to an ongoing and significant skills shortage in areas vital to the sector including digital skills, data analytics and content creation.

This dynamic MA in Digital Media and Society equips you with the critical and creative skills to thrive in this exciting and ever-evolving field. You will have the opportunity to explore the social, cultural, and economic impact of digital technologies and develop expertise in areas like digital storytelling, digital communications design, social media content creation and digital research methodologies. You will gain the knowledge, skills and connections to

launch a successful career in a diverse range of roles - from content creation and marketing to research and policy. The programme will prepare you to be a critically informed and ethically responsive professional empowered to evaluate and transform practices within this vitally important sector of work.

You'll develop essential research and professional skills through modules like 'Research Methods in Humanities, Media and Creative Arts' and 'Reflective Practice in Humanities, Media and Creative Arts,' covering topics crucial for success in digital media, such as conducting thorough research using appropriate methodologies, managing projects effectively, understanding and adhering to ethical research practices, engaging with diverse perspectives and communities, and reflecting on your learning and professional growth. 'Digital Communications: Theory & Practice' will provide you with thorough understanding of key theories and concepts related to digital communications and the transformation of social, cultural and political processes by digital technologies and practices. You will apply this theoretical understanding to evaluate current strategic communications practice and respond to industry supplied briefs with your own critically informed campaign proposals. The 'Professional Practice in Digital Media' module allows you to gain practical experience through a supervised project aligned with your digital media interests, such as creating a short film or video series, developing and executing a digital marketing campaign, designing and launching a website or app, or collaborating with a digital media company or organization on a real-world project. You'll learn from industry professionals and could enhance your professional experience through an optional work placement module, building your portfolio and professional network. Other optional modules in 'Creative and Cultural Industries in Regional, National, and Global Contexts' and 'Advanced Studies in Environmental Communications' allow you to further develop your contextual knowledge of professional practice and specific sectors of digital communications industries.

The MA culminates in a year-long 'Extended Project in Digital Media & Society' where you can choose between conducting in-depth research on a digital media topic through a dissertation, producing a portfolio of creative work (e.g., short films, interactive projects, digital art), or collaborating with an industry partner on a digital media project, gaining valuable real-world experience. Undertaking this large-scale independent project, under expert supervision, you'll gain a strong understanding of how digital technologies are transforming the creative and cultural landscape, the impact of business, technology, and policy on the digital media industry, the importance of ethical and responsible practices within the digital media sphere, and the role of digital media in addressing social and environmental challenges.

Overall, the programme emphasizes innovation, entrepreneurship, and creating social value through digital media, aligning with the vibrant digital media scene in the region and facilitates engagement with national and international contexts. This MA will equip you with the knowledge, skills, and experience to succeed in a wide range of careers within the ever-evolving digital media landscape.

3. Aims of the programme

The broad aims of the programme are to enable you to:

- develop knowledge of and exercise critical evaluation of key debates and theoretical perspectives in digital media studies, including the evolving role of new technologies and AI, digital inequality, and the role of digital communication in shaping public discourse and democratic processes;
- apply your understanding to contemporary professional practices in the global, national, and regional digital media industries, including through work-based and experiential learning that cultivates professional effectiveness, agility, versatility, resilience, and financial, commercial and promotional sense;
- gain insights into and experiences of the range of professional opportunities in the digital media sector (including entrepreneurship, business planning, freelancing, and funding bids), developing transferrable skills for employability and life-long learning;
- develop pathways for a career in the digital media industries, whether as a creative practitioner (e.g. filmmaker, social media content creator, digital marketer, advertising creative) and/or a professional (e.g. manager, technologist, administrator, community arts worker, researcher);
- develop your academic and intellectual skills, including independent research, data analysis, and evidence evaluation to the point that you are capable of embarking upon further research at the highest level, via a PhD.

4. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to:

- key debates and theoretical perspectives in digital media studies including those that extend beyond the Western canon
- the impact of digital media technologies, practices, texts and contexts on social, cultural, and political processes
- how different social groups and organisations interact, engage with, and make use of various forms of digital media to communicate
- effective digital communications strategies and contemporary professional practices in the global, national, and regional digital media industries
- ethically and culturally responsible use of communication, media, film and cultural forms and technologies in both professional and everyday contexts

Subject specific skills

Successful students will be able to:

- critically assess to an exceptional level the role of digital media forms in contributing to political and cultural debates and the contestation of power
- critically evaluate and competently employ research methods suitable to varied digital communication contexts including digital methodologies
- plan, design and produce creative digital communications suited to a variety of contexts and audiences
- design, research and present to an exceptional standard, and in a perceptive manner, an extended piece of research or practical equivalent
- critically evaluate current social and professional digital communication practice and reflect upon their own creative practice

Key or transferable skills (including employability skills)

Successful students will be able to:

- generate, identify, and analyse data and information and evaluate their relevance and validity using a range of sources
- organise, synthesize, and articulate relevant information and develop critical arguments and practical/creative approaches that integrate empirical and theoretical materials
- communicate concepts and plans effectively to specialist and non-specialist audiences, in various formats, including a considered use of technology
- demonstrate the ability of independent learning and problem solving
- plan, organise, and manage and complete an independent project, demonstrating a high degree of self-direction, initiative, and versatility
- evidence professional effectiveness in terms of planning, collaboration, communication, commercial understanding, and personal development

Keele Graduate attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical responsibility**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

5. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- **Interactive Lectures** enable academics to introduce key concepts, debates, frameworks, and information in ways that enable students to engage in peer learning, critically reflect on issues, and consolidate their understanding.
- **Workshops** are interactive opportunities for students to collaborate on specific tasks which are designed to buttress their capabilities, such as in specific technical areas or key learning points.
- **Seminars and tutorials** are run as dialogues between students, guided by the tutor, in which there is space to analyse specific set readings/viewings.
- **Self-directed study** is the time students spend working independently, which includes undertaking

readings/viewings and other preparation for a taught session; this work is guided by course materials but gives students flexibility in how they work between scheduled sessions.

- **Individual supervision** is most pertinent to the 'Professional Practice' module and especially the 'Extended Project', where you will meet one-to-one with a relevant academic supervisor to monitor your progress, gain feedback, and plan next steps.
- **Industry Voices Masterclasses/Site Visits** are occasions when you have the chance to meet people who are working in the creative and cultural industries; they may do a talk, take questions, set briefs for you to work to, or show you around the space in which they work.
- **Placements** are available on the programme and this involves you working under the supervision of someone at a partner organisation, with the support of an academic placements lead and a Partnership and Placement Manager at Keele. Placements may be virtual or hybrid, as well as in-person.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis.

6. Teaching Staff

Academic staff teaching the programme are internationally recognised experts in Digital Media, either with doctorates and a number of publications (such as books and articles) or a record of professional practice in digital media (such as film documentaries or web content creation). Academic staff have (either or both) nationally recognised teaching qualifications (such as PGCert and Fellowship of the Higher Education Academy) or a number of years of teaching experience at the postgraduate level.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

7. What is the structure of the programme?

The academic year runs from September to September and is divided into three semesters. For students who start in September, semester 1 runs from September to January, semester 2 from January to May, and semester 3 from May to September. Students who start in January study as above but in the order 2-3-1.

The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Between May and September you will meet individually with your dissertation supervisor to develop your project. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules.

A summary of the credit requirements is as follows.

Year	Compulsory	Optional	
		Min	Max
Level 7	150	30	30

Module Lists

Level 7

Compulsory modules	Module Code	Credits	Period
Research Methods in the Humanities, Media, and Creative Arts	GRT-40030	15	Semester 1
Digital Communications: Theory and Practice (30 Credits)	MDS-40037	30	Semester 1
Extended Project in Digital Media & Society	MDS-40035	60	Semester 1-3
Reflective Practice in the Humanities, Media, and Creative Arts	GRT-40032	15	Semester 2
Professional Practice in Digital Media	MDS-40039	30	Semester 2

Optional modules	Module Code	Credits	Period
The Creative and Cultural Industries in Local, National, and Global Context	CPA-40009	30	Semester 1
Work Placement in Creative and Cultural Industries	CPA-40007	30	Semester 1-2
Advanced Studies in Environmental Communication	MDS-40033	30	Semester 2

The above table reflects the order of study for students who start in **September and take the course full-time**.

NB: CPA-40007 is SEM1-2 for full-time September starters and flexible for other routes.

Students who start in **January full-time** take GRT-40032 and MDS-40039 first (Jan.-May). When they take their option depends on what they choose. They take GRT-40030 and MDS-40037 from Sept.-Jan. Their Project (MDS-40035) is year-long.

Students who start in **September part-time** undertake GRT-40030, GRT-40032, and MDS-40037 in year 1, and start their Project. In year 2, they complete their optional module, MDS-40039, and complete their Project. See below table.

Year 1 Semester 1	GRT-40030 Research Methods in the Humanities, Media, and Creative Arts MDS-40037- Digital Communications: Theory and Practice
Year 1 Semester 2	GRT-40032 Reflective Practice in the Humanities, Media, and Creative Arts
Year 1 Semester 3	MDS 40035- Extended Project in Digital Media and Society
Year 2 Semester 1 / 2	Optional module
Year 2 Semester 2	MDS-40039 Professional Practice in Digital Media and Society
Year 2 Semester 3	MDS 40035- Extended Project in Digital Media and Society

Students who start in **January part-time** take GRT-40032, GRT-40030, and MDS-40039, and they start their Project, in their first twelve months. In the second twelve months, they complete MDS-40037, optional module, and their Project.

Year 1 'Semester 2'	GRT-40032 Reflective Practice in the Humanities, Media, and Creative Arts MDS- 40039 Professional Practice in Digital Media and Society
Year 1 'Semester 3'	Start project
Year 1 'Semester 1'	GRT-40030 Research Methods in the Humanities, Media, and Creative Arts [Optional module] MDS-40037 Digital Communications: Theory & Practice
Year 2 'Semester 2'	[Optional module]
Year 2 'Semester 3' and 'Semester 1'	MDS-40035 Extended Project in Digital Media and Society

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 7

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
key debates and theoretical perspectives in digital media studies including those that extend beyond the Western canon	Digital Communications: Theory and Practice (30 Credits) - MDS-40037 Extended Project in Digital Media & Society - MDS-40035
the impact of digital media technologies, practices, texts and contexts on social, cultural, and political processes	Extended Project in Digital Media & Society - MDS-40035 Digital Communications: Theory and Practice (30 Credits) - MDS-40037
how different social groups and organisations interact, engage with, and make use of various forms of digital media to communicate	Professional Practice in Digital Media - MDS-40039 Digital Communications: Theory and Practice (30 Credits) - MDS-40037 Extended Project in Digital Media & Society - MDS-40035
effective digital communications strategies and contemporary professional practices in the global, national, and regional digital media industries	The Creative and Cultural Industries in Local, National, and Global Context - CPA-40009 Professional Practice in Digital Media - MDS-40039
ethically and culturally responsible use of communication, media, film and cultural forms and technologies in both professional and everyday contexts	Professional Practice in Digital Media - MDS-40039 Advanced Studies in Environmental Communication - MDS-40033 Extended Project in Digital Media & Society - MDS-40035

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
critically assess to an exceptional level the role of digital media forms in contributing to political and cultural debates and the contestation of power	Extended Project in Digital Media & Society - MDS-40035 Digital Communications: Theory and Practice (30 Credits) - MDS-40037
critically evaluate and competently employ research methods suitable to varied digital communication contexts including digital methodologies	Research Methods in the Humanities, Media, and Creative Arts - GRT-40030 Extended Project in Digital Media & Society - MDS-40035
plan, design and produce creative digital communications suited to a variety of contexts and audiences	Professional Practice in Digital Media - MDS-40039 Extended Project in Digital Media & Society - MDS-40035 Digital Communications: Theory and Practice (30 Credits) - MDS-40037 Advanced Studies in Environmental Communication - MDS-40033 Work Placement in Creative and Cultural Industries - CPA-40007
design, research and present to an exceptional standard, and in a perceptive manner, an extended piece of research or practical equivalent	Professional Practice in Digital Media - MDS-40039
critically evaluate current social and professional digital communication practice and reflect upon their own professional practice	Digital Communications: Theory and Practice (30 Credits) - MDS-40037 Professional Practice in Digital Media - MDS-40039 Reflective Practice in the Humanities, Media, and Creative Arts - GRT-40032 Extended Project in Digital Media & Society - MDS-40035

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
generate, identify, and analyse data and information and evaluate their relevance and validity using a range of sources	Extended Project in Digital Media & Society - MDS-40035
organise, synthesize, and articulate relevant information and develop critical arguments and practical/creative approaches that integrate empirical and theoretical materials	Digital Communications: Theory and Practice (30 Credits) - MDS-40037 Extended Project in Digital Media & Society - MDS-40035 Professional Practice in Digital Media - MDS-40039
communicate concepts and plans effectively to specialist and non-specialist audiences, in various formats, including a considered use of technology	Digital Communications: Theory and Practice (30 Credits) - MDS-40037 Professional Practice in Digital Media - MDS-40039
demonstrate the ability of independent learning and problem solving	Work Placement in Creative and Cultural Industries - CPA-40007 Extended Project in Digital Media & Society - MDS-40035
plan, organise, and manage and complete an independent project, demonstrating a high degree of self-direction, initiative, and versatility	Work Placement in Creative and Cultural Industries - CPA-40007 Extended Project in Digital Media & Society - MDS-40035
evidence professional effectiveness in terms of planning, collaboration, communication, commercial understanding, and personal development	Extended Project in Digital Media & Society - MDS-40035 Work Placement in Creative and Cultural Industries - CPA-40007

8. Final and intermediate awards

Master's Degree MA Digital Media and Society	180 credits	You will require at least 150 credits at Level 7
Postgraduate Diploma	120 credits	You will require at least 90 credits at Level 7
Postgraduate Certificate	60 credits	You will require at least 45 credits at Level 7

9. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays and reports** test the quality and application of subject knowledge. They allow students to demonstrate their ability to carry out research and to communicate their ideas effectively in writing in an appropriate scholarly/professional style using appropriate systems of referencing.
- **Reflective diaries** test students' ability to engage self-reflexively with their study and practice within their field. They encourage students to develop a critical engagement with their modes and practices of study, learning and development of research topics.
- **Professional portfolios** assess students' abilities in curating and presenting work professionally with skills and creativity aligned with industry standards.
- **Presentations** assess students' subject knowledge and understanding, along with their ability to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Pitches** test students' abilities to communicate persuasively and authoritatively, responding to feedback,

and consider the needs of users, audiences, investors, and other stakeholders.

- **Project Outlines** test students' ability to plan, prepare, and structure a viable research project. They also test students' knowledge of relevant and important areas of research to assess the originality and impact of certain areas of research within the field.
- **Dissertations** (on option within the project) test students' ability to carry out independent advanced research and communicate findings in an extended piece of written work following recognised academic standards of presentation, managing their own learning, working autonomously and with versatility, and acting on feedback.
- The **Project** tests students' application of independent advanced research to the delivery of a creative/professional piece of work, including its planning, execution, monitoring, and evaluation in line with industry standard practices, managing their own learning, working autonomously and with versatility, and acting on feedback.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

10. Accreditation

This programme does not have accreditation from an external body.

11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at:

<http://www.keele.ac.uk/student-agreement/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:

<https://www.keele.ac.uk/study/>

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

13. How are students supported on the programme?

Support for student learning on the programme is provided in the following ways:

- **A full induction programme at the start of the course (whether September or January) covering matters** such as student support and wellbeing, the library and resources, the Keele Postgraduate Association, research ethics, and managing a large project.
- All students are assigned an **Academic Mentor** who is their first point of contact for any queries or concerns they have about their studies and can advise in a pastoral capacity. Likewise, the **Programme Director** is also available to answer questions or queries about course progression.
- **Module and seminar group leaders** are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments.
- Additional help with University level study skills is available from the **Student Experience and Support Officer** in the School of Humanities; they, as well as the Academic Mentor, can direct students to central **Student Services**.
- All members of teaching staff on the MA Programme are available to see students during advertised weekly **consultation and feedback hours** and at other times by appointment.
- Careers support is available via the university's **Careers and Employability team** who run one-to-one consultations, generic and bespoke sessions; the School's **Project and Placements Manager** and the **Academic Placement Lead** support students who are working with external partners.

14. Learning Resources

The **Media Facility** is the base for digital media and film production work. It has a range of subject-specific equipment and facilities including two Apple Macintosh labs with industry standard software such as Final Cut

Pro, Photoshop, QuarkXPress, Motion, Sound Pro and Live Type; a range of professional digital video, photographic and sound equipment a professional photographic studio and a professional print finishing room with a range of equipment; and an exhibition space and workshop; and access to a professional TV studio.

Additionally, **The Clock House** provides specialised facilities for sound design. It features industry-standard recording studios, individual and group rehearsal rooms, a computer lab, a dedicated band rehearsal space, lecture and seminar rooms, staff offices and equipment storage. It supports a wide range of specialisations, including sound recording, music production, computer music, audio-visual creation, sound design, and music software development.

The Courtyard Studio is a brand-new, purpose-built multi-room studio complex for live sound recording, mixing, and mastering. Facilities include: UAD interfaces and software; ATC and Genelec monitoring systems up to full Dolby Atmos configuration (7.1.4); outboard from SSL and Empirical Labs amongst others; a control room, 2 large live rooms and an isolation booth (VO Booth); large screens in every room for sound effects and Foley recording applications; an SSL Nucleus 2 Controller; microphones from Neumann, AKG, Oktava, Sennheiser, Electro-Voice, Coles, Beyer Dynamic and more.

The **KLE** (Keele's virtual learning environment) is used for communication, teaching activities and document storage, and also gives information about events. The **Library** has a range of publications and online resources relevant to the programme.

15. Other Learning Opportunities

Students on this programme can choose to study a credit-bearing Work Placement module. There are vibrant research seminar series in the School of Humanities, Keele Business School, and elsewhere in the Faculty of Humanities and Social Sciences. ArtsKeele runs a range of arts and culture events, including concerts, exhibitions, and performances. The Earth Stories Film Festival is an annual, award winning, international film festival, founded by students and staff at Keele University. The student-led film festival is aimed at young filmmakers up to the age of 25 years old and provides a platform for young filmmakers from across the world to articulate their concerns about the climate crisis. The Keele Hall Readings Programme is an approximately fortnightly event in Keele Hall, featuring visiting writers and other inspiring events for the Creative Writing community at Keele.

16. Additional Costs

The only potential additional costs pertain to work placements, such as if a student needs to travel from their home to the placement provider.

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

17. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

18. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statement: <https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies>

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

Version History

This document

Date Approved: 17 June 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
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