

## Programme Specification: Undergraduate

### For Academic Year 2024/25

#### 1. Course Summary

|  |   |
|--|---|
| <b>Names of programme and award title(s)</b>                                   | BA or BSc (Hons) Media<br>BA or BSc (Hons) Media with International Year (see Annex for details)<br>BA or BSc (Hons) Media with Work Placement Year (see Annex for details)   |
| <b>Award type</b>  | Combined Honours  |
| <b>Mode of study</b>   | Full-time   |
| <b>Framework of Higher Education Qualification (FHEQ) level of final award</b> | Level 6   |
| <b>Normal length of the programme</b>  | 3 years; 4 years with either the International Year or Placement Year between years 2 and 3   |
| <b>Maximum period of registration</b>  | The normal length as specified above plus 3 years   |
| <b>Location of study</b>   | Keele Campus  |
| <b>Accreditation (if applicable)</b>   | Not applicable  |
| <b>Regulator</b>   | Office for Students (OfS)   |
| <b>Tuition Fees</b>  | <p><b>UK students:</b></p> <p>Fee for 2024/25 is £9,250*</p> <p><b>International students:</b></p> <p>Fee for 2024/25 is £19,500**</p> <p><i>or £20,700** (if combined with a laboratory-based Principal Subject)</i></p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p> <p>The fee for the work placement year is calculated at 20% of the standard year fee</p> |

**Please note this document applies to Level 5 and 6 (Year 2 and 3) students in 2025/26**

**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 regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

*\*\* 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. What is a Combined Honours programme?

**NB:** Students who study their two Principal subjects in humanities and/or social science subjects will be awarded the degree of Bachelor of Arts (with Honours) (BA Hons). All students who study a science Principal subject are candidates for the degree of Bachelor of Science (with Honours) (BSc Hons) irrespective of their second Principal subject.

Combined Honours degrees are degrees that are taken in two different subjects, resulting in an X and Y degree title. If you are taking a Combined Honours programme, these will be the two subjects you applied for. These are referred to as your Principal Subjects.

In a Combined Honours degree you must take at least 135 credits in each Principal Subject (270 credits in total), accrued over all three levels of study, with at least 45 credits at each level of study (Levels 4, 5 and 6) in each of two Principal Subjects (90 credits per year). The remaining available credits can be filled with modules from these subjects or other subjects entirely.

As a Combined Honours student you can choose to study just one subject in your final year of study, taking a minimum of 90 credits in this subject. This will result in an X with Y degree title.

## 3. Overview of the Programme

Media is an exciting and contemporary discipline that draws together theories and practices from a range of traditional disciplines such as English, Sociology, Film Studies, Music and Visual Arts. The degree involves three main elements: the study of theories and ideas about media and cultural production; the critical analysis of cultural texts and institutions; and the practice of creative production. The Media programme explores the relationship between these three areas and shows how knowledge of each of these fields informs and influences the others.

### Media at Keele

The Media programme at Keele University represents the multidisciplinary collaboration of academics and practitioners from a range of fields. The distinctive nature of Keele as a pioneer for interdisciplinary academic study provides the degree programme with an ideal basis for the development of cross-subject study. The Programme is able to draw from academic expertise in English, Film, Sociology, Music, Languages and Visual Arts which provide a wide range of modules that cover areas from critical theory and analysis to creative practice.

## 4. Aims of the programme

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

- Think, talk, and write about Media Communications and the ways in which cultural and media organisations intersect with general political and economic processes
- Understand, evaluate and apply a range of theories about media and cultural production
- Acquire and appreciate the creative skills and practices involved in media and cultural production
- Acquire a critical understanding of the nature and development of a variety of formal and informal responses to Media Communications, including the ways in which accounts of the world are created and maintained, and how understandings of the self and the world are formed in relation to cultural texts and practices
- Appreciate the ways in which questions of cultural value are experienced and understood
- Become familiar with critical approaches and methodologies practised in media and cultural studies
- Develop the ability to conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship in the humanities and social sciences
- Obtain the knowledge, skills and personal qualities necessary for them to find a fulfilling and rewarding career, and become informed and active citizens with a lifelong interest in studying and/or practicing in the fields of Media Communications and Culture

## 5. 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**

The emphasis is on developing and integrating the three main areas covered on the course: theory, analysis and

practice. Students will be introduced to several cultural and critical theories, learn how to apply them to a range of cultural texts and practices such as film, TV, photographs and the internet.

- **Subject specific skills**

Students will learn skills in analysing texts and in producing their own works in the media and visual arts

- **Key or transferable skills (including employability skills)**

Students will learn key transferable skills such as academic writing, presentation techniques, working in groups, critical evaluation, reflexivity, organisational and independent study skills.

Students who complete all three years of the Programme and graduate with a BA (Hons) in Media will be able to:

- Describe and evaluate the relevance and application of key concepts and theoretical approaches within media and cultural studies to a range of media and cultural texts.
- Explain and analyse the impact of cultural politics and diversity on media and cultural production, and the significance of historical, social, political and economic contexts on media practices and cultural texts.
- Engage in creative practice in the media and offer informed evaluation of the practical and technological aspects of media, communication and cultural technologies.
- Comment on and present the conclusions of theoretical and empirical research on media and cultural production to a range of audiences and in a variety of appropriate formats.
- Use the knowledge and skills they have acquired in a socially responsible way, in complex and unpredictable contexts and as the basis for more advanced learning or professional training.

### 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.

## **6. 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:

- **Lectures** where the lecturer provides students with a framework for reading and independent study. Most lecturers employ presentation software such as Microsoft PowerPoint, while sometimes also making use of video and audio presentations
- **Interactive learning** in large classes where students have the opportunity to work together in smaller groups, interact with the lecturer and reflect on their own learning. Interactive lectures may involve the use of small group discussions with set written tasks on particular topics
- **Seminars** in groups of up to 15-20 students where key issues can be discussed in more depth. Students are expected to play a full part and also to lead these discussions. Some tutorials and seminars consist largely of student presentations and many are based on the application of cultural and media theories to analyse cultural texts such as films, photographs, art works, video, websites and printed journalism
- **Practical workshops** where students learn about and use media technology to produce their own creative work. This includes areas such as video production, news journalism, digital image production and photomontage
- **Independent study** based on directed reading from cultural texts, text books, research monographs, academic journals, and the media
- **Web-based learning** using the Keele Learning Environment (KLE). The KLE is accessible to all students on and off campus and provides easy access to a wide range of resources and research tools, and as a platform for online discussions and blogs. (The KLE is an online learning environment that provides a range of tools to support students' learning, including access to documents and other resources, quizzes, discussion boards, assignments and announcements)
- For those who choose to take an **Independent Study Project** in Media in their final year, the opportunity to undertake a piece of independent research supervised and supported by a member of staff
- Some students may also choose to undertake a **practical project** double module in the third year which will involve the production of a practical project and workbook which will culminate in a final year show.
- **Work-placement**. At Level 6 students can choose to do work experience either working in or to the brief of an external company/placement for accreditation

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.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- Lectures and independent study allow students to gain a systematic understanding of media and ideas and theories and how they may be used in the course of seminars and tutorials to analyse a variety of contemporary media texts and issues
- Seminars, tutorials and online discussions provide opportunities for students to ask questions about, and suggest ways in the interpretation and analysis of media and cultural products and issues in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication
- Interactive lectures, seminars, tutorials and web-based activities encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff
- Undertaking an independent study project with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and ethically sound strategy for answering them
- Preparing a practical independent study project involves students combining a range of creative skills with informed analysis of cultural ideas. It also involves the planning and presentation of a final year show

## 7. Teaching Staff

Currently the core teaching staff on the Media Programme comprises a range of staff from a variety of disciplines such as Media Studies, English, Sociology, Music, Languages and Visual Arts which includes professors, senior lecturers and lecturers. Most current members of staff have doctorates (PhDs or the equivalent) in their respective fields, or experience in the Media, Communications and Cultural industries. Most of the current teaching staff are active in research in the areas of literature, film, cultural theory and sociology with work published in books, research monographs and leading international journals. Some current members of staff have professional experience in the areas of visual art production (moving and still images), curating, media design, and video editing, production and direction.

The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities in the UK, continental Europe and North America. Several members of staff hold teaching qualifications and some of them are fellows of the Higher Education Academy.

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.

More information about staff teaching on Media is available at: <https://www.keele.ac.uk/mcc/people/>

## 8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, 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. 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.

### Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit

module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit: <https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/>

## Modern Languages or Certificate in TESOL

Alternatively, you could choose to study modules with the University Language Centre. The Language Centre offers three pathways; The Language Specialist, The Language Taster, and The Trinity Certificate in Teaching English to Speakers of Other Language (TESOL). Language Centre modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice. Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Language Centre option modules available to you please visit the following webpages.

For new (Level 4) students please visit: <https://www.keele.ac.uk/study/languagecentre/>

For current (Level 5 and Level 6) students please visit: <https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/>

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For further information on the content of modules currently offered, please visit: <https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

A summary of the credit requirements per year is as follows, with a minimum of 90 subject credits (compulsory plus optional) required for each year across both of your Principal Subjects. This document has information about *Media* modules only; please also see the document for your other subject.

| Year    | Compulsory | Optional |     |
|---------|------------|----------|-----|
|         |            | Min      | Max |
| Level 5 | 30         | 15       | 30  |
| Level 6 | 0          | 45       | 60  |

In year 3 there is the option to choose to specialise in one of your subjects, taking a minimum of 90 credits in this subject rather than taking modules from both subjects.

All students must take one compulsory module in each semester in Years 1 and 2. In Year 3 students must take at least 45 credits during the year, but they can choose from a range of taught modules and two independent study modules (a double module studied in both semesters, worth 30 credits, not compulsory). As an alternative to the dissertation students may opt to take the Sustained Media Project, a double module of 30 credits, which is assessed through the production of a substantial piece of creative work. This would typically be an art work, installation, video production, or performance, supported by evidence of focused research and self-reflective practice.

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## Module Lists

### Level 5

| Compulsory modules                            | Module Code | Credits | Period     |
|---|-------------|---------|------------|
| Creating Awareness Campaigns                  | MDS-20023   | 15      | Semester 1 |
| Researching Media, Communications and Culture | MDS-20031   | 15      | Semester 2 |

| Optional modules                                     | Module Code | Credits | Period       |
|--|-------------|---------|--------------|
| The American South                                   | LIB-20010   | 15      | Semester 0   |
| Gender and the Cinematic Gaze                        | FIL-20001   | 15      | Semester 1   |
| Adaptation   | FIL-20011   | 15      | Semester 1   |
| Screenwriting: Principles and Practices              | FIL-20029   | 15      | Semester 1   |
| Social Media and Society                             | MDS-20036   | 15      | Semester 1   |
| News in a Digital Age                                | MDS-20042   | 15      | Semester 1   |
| Crime, Morality and the Media                        | SOC-20034   | 15      | Semester 1   |
| Work Placement for Humanities Students               | ENG-20055   | 15      | Semester 1-2 |
| Work Placement Year                                  | ENG-30090   | 0       | Semester 1-2 |
| Science Fiction Cinema: Utopias and Dystopias        | FIL-20005   | 15      | Semester 2   |
| Global Popular Cinemas                               | FIL-20021   | 15      | Semester 2   |
| Documentary: Theory and Practice                     | MDS-20032   | 15      | Semester 2   |
| Creative Digital Image Production (Photography)      | MDS-20040   | 15      | Semester 2   |
| Creative Synergies: Designing Collaborative Projects | MUS-20076   | 15      | Semester 2   |

## Level 5 Module Rules

In addition to compulsory MDS modules, students must take a minimum of 15 credits from the Group A module options.

Group A modules: MDS-20036 Social Media and Society, MDS-20042 News in a Digital Age, MDS-20032 Documentary: Theory and Practice, MDS-20040 Creative Digital Image Production (Photography)

## Level 6

For students specialising in this subject at Level 6, a minimum of 90 credits must be taken in this subject (see the lower tables of compulsory and optional modules below). For students specialising in another subject, the first list should be used.

| <b>Optional modules</b>   | <b>Module Code</b> | <b>Credits</b> | <b>Period</b> |
|---|--------------------|----------------|---------------|
| The American South: US Summer School (Level 6)  | LIB-30004          | 15             | Semester 0    |
| Postmodernism: Fiction, Film and Theory   | ENG-30053          | 15             | Semester 1    |
| British Social Realism  | FIL-30019          | 15             | Semester 1    |
| Youth and Film: Growing Up on Screen  | FIL-30021          | 15             | Semester 1    |
| Podcast and Radio Production  | MDS-30021          | 15             | Semester 1    |
| Social Media Work   | MDS-30023          | 15             | Semester 1    |
| Say It Loud! Music, Sound and Social Change   | MUS-30057          | 15             | Semester 1    |
| Sex, Death, Desire: Psychoanalysis in Social Context                                  | SOC-30034          | 15             | Semester 1    |
| Work Placement for Humanities Final-Year Students                                     | ENG-30088          | 15             | Semester 1-2  |
| Sustained Media Practice - ISP  | MDS-30013          | 30             | Semester 1-2  |
| Media Dissertation  | MDS-30020          | 30             | Semester 1-2  |
| World Cinemas in the 21st Century   | FIL-30009          | 15             | Semester 2    |
| The Road Movie: Cinema as Movement and Journey  | FIL-30011          | 15             | Semester 2    |
| Creative Magazine Production  | MDS-30012          | 15             | Semester 2    |
| Media and Climate Change  | MDS-30063          | 15             | Semester 2    |
| Feminist Interventions: Theorising the Political                                      | PIR-30166          | 15             | Semester 2    |
| Streets, Skyscrapers, and Slums: The City in Social, Cultural, and Historical Context | SOC-30025          | 15             | Semester 2    |

If you choose to specialise in this subject in your final year you will study the following modules:

| <b>Compulsory modules</b>    | <b>Module Code</b> | <b>Credits</b> | <b>Period</b> |
|------------------------------|--------------------|----------------|---------------|
| Podcast and Radio Production | MDS-30021          | 15             | Semester 1    |
| Social Media Work            | MDS-30023          | 15             | Semester 1    |
| Creative Magazine Production | MDS-30012          | 15             | Semester 2    |
| Media and Climate Change     | MDS-30063          | 15             | Semester 2    |

| Optional modules  | Module Code | Credits | Period       |
|---|-------------|---------|--------------|
| The American South: US Summer School (Level 6)                  | LIB-30004   | 15      | Semester 0   |
| Postmodernism: Fiction, Film and Theory                         | ENG-30053   | 15      | Semester 1   |
| Youth and Film: Growing Up on Screen                            | FIL-30021   | 15      | Semester 1   |
| Say It Loud! Music, Sound and Social Change                     | MUS-30057   | 15      | Semester 1   |
| Dreamworld and Catastrophe: Utopia and Dystopia Through History | SOC-30035   | 15      | Semester 1   |
| Sustained Media Practice - ISP                                  | MDS-30013   | 30      | Semester 1-2 |
| Media Dissertation  | MDS-30020   | 30      | Semester 1-2 |
| Work Placement for Humanities Final-Year Students               | ENG-30088   | 15      | Semester 2   |
| World Cinemas in the 21st Century                               | FIL-30009   | 15      | Semester 2   |
| The Road Movie: Cinema as Movement and Journey                  | FIL-30011   | 15      | Semester 2   |
| Feminist Interventions: Theorising the Political                | PIR-30166   | 15      | Semester 2   |

## Level 6 Module Rules

Student specialising in this subject at Level 6 must choose either Sustained Media Practice (MDS-30013) or Media Dissertation (MDS-30020). Combined Honours students may take one or none of these modules.

Combined Honours students must take a minimum of 15 credits from other MDS coded modules (this rule does not apply to students specialising in this subject at Level 6).

## 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 5

In the second year students build on the foundations laid in the first year. Compulsory modules develop the key areas of analysing social and cultural and theories associated with the media and explore the ways in which identities and cultural politics impact on media production and practices. They also integrate these with the study of the practical application of creative and research skills to 'real-world' media and research projects.

Option Modules provide a range of topics that involve the practical and critical analysis and evaluation of cultural texts such as fiction, film, music, painting and video.



| <b>Subject Knowledge and Understanding</b>  |  |
|---|--|
| <b>Learning Outcome</b>   | <b>Module in which this is delivered</b>   |
| Understand and critically evaluate the way in which visual communication operates                                 | Creating Awareness Campaigns - MDS-20023<br>All L5 core modules  |
| Analyse and solve communication problems  | Creating Awareness Campaigns - MDS-20023<br>All L5 core modules  |
| Engage in critical reflection in their response to demands for communication solutions                            | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All L5 core modules |
| Understand and critically evaluate key research methods in the field of media, communication and cultural studies | Researching Media, Communications and Culture - MDS-20031<br>Researching Media, Communications and Culture                   |

| <b>Subject Specific Skills</b>   |  |
|--|--|
| <b>Learning Outcome</b>  | <b>Module in which this is delivered</b>   |
| Solve communications problems by making documents/products   | Researching Media, Communications and Culture - MDS-20031<br>Creating Awareness Campaigns - MDS-20023<br>All L5 Core Modules |
| Understand and evaluate the concept of a media production group  | Creating Awareness Campaigns - MDS-20023<br>Creating Awareness Campaigns   |
| Understand and evaluate the concepts of design, branding and campaign styles   | Creating Awareness Campaigns - MDS-20023<br>Creating Awareness Campaigns   |
| Use to high level media techniques for digital based media and production software such as Adobe Photoshop, Final Cut Pro and Quark Xpress | Creating Awareness Campaigns - MDS-20023<br>Creating Awareness Campaigns   |
| Demonstrate familiarity with particular media forms and genres and the way these work to affect meaning                                    | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All modules         |
| Show an understanding of and reflection upon his/her own creative processes and practice through engagement in media production            | Creating Awareness Campaigns - MDS-20023<br>Creating Awareness Campaigns   |
| Apply various research techniques to the study of different media and cultural practices, genres and products                              | Researching Media, Communications and Culture - MDS-20031<br>Researching Media, Communications and Culture                   |
| Develop critical thinking and reflexive understanding of various methodologies and their practical application                             | Researching Media, Communications and Culture - MDS-20031<br>Researching Media, Communications and Culture                   |

| <b>Key or Transferable Skills (graduate attributes)</b>  |  |
|--|--|
| <b>Learning Outcome</b>  | <b>Module in which this is delivered</b>   |
| Reflect critically on their own learning, practices and solutions to problems  | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All core L5 modules |
| Demonstrate the ability to construct strategies for locating information   | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All core L5 modules |
| Use a range of techniques in digital lens based media  | Creating Awareness Campaigns - MDS-20023<br>Creating Awareness Campaigns   |
| Operate to a high level computer software related to the production of media images  | Creating Awareness Campaigns - MDS-20023<br>Creating Awareness Campaigns   |
| Employ skills for oral and visual communication  | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All L5 core modules |
| Demonstrate problem solving skills   | Researching Media, Communications and Culture - MDS-20031<br>Creating Awareness Campaigns - MDS-20023<br>All L5 core modules |
| Demonstrate organisational and time management abilities   | Researching Media, Communications and Culture - MDS-20031<br>Creating Awareness Campaigns - MDS-20023<br>All L5 core modules |
| Demonstrate team working abilities   | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All L5 core modules |
| Communicate ideas and arguments effectively in written format  | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All L5 core modules |
| Critically review their own written work to ensure that it is correctly formatted, their ideas are correctly expressed, and that they have used the correct spelling and grammar | Researching Media, Communications and Culture - MDS-20031<br>Creating Awareness Campaigns - MDS-20023<br>All L5 core modules |
| Cite sources appropriately   | Creating Awareness Campaigns - MDS-20023<br>Researching Media, Communications and Culture - MDS-20031<br>All L5 core modules |
| Demonstrate the ability to compare and evaluate information obtained from different sources  | Researching Media, Communications and Culture - MDS-20031<br>Researching Media, Communications and Culture                   |
| Devise and develop a research project proposal   | Researching Media, Communications and Culture - MDS-20031<br>Researching Media, Communications and Culture                   |

## **Level 6**

In the third year students deepen their knowledge of selected media communications and creative practice by choosing to study three or more modules in a range of subjects which vary from year to year but reflect the specialist expertise and active research interests of members of staff. Students may also choose an independent study project. This will consist of writing a research dissertation in a relevant aspect of media or cultural analysis, or they may alternatively choose to carry out an extended practical project and produce of a substantial piece of creative work. In either case students work under the guidance of a member of a staff group with a wealth of experience in theoretical and practical cultural research.

| <b>Subject Knowledge and Understanding</b>  |  |
|---|--|
| <b>Learning Outcome</b>   | <b>Module in which this is delivered</b>                   |
| Recognise, interpret and evaluate theories, concepts and research in defined areas at the forefront of Media Communications   | All option modules approved as part of the Media Programme |
| Apply established media and cultural theories and methods of inquiry to understanding and resolving new and unfamiliar media problems in areas of current research activity | All option modules approved as part of the Media Programme |

| <b>Subject Specific Skills</b>  |  |
|---|--|
| <b>Learning Outcome</b>   | <b>Module in which this is delivered</b>                   |
| Describe and make critical judgements about developments in current areas of research in Media Communications   | All option modules approved as part of the Media Programme |
| Identify possible directions in which further empirical research and theoretical development might take place in areas of Media Communications at the forefront of the discipline | All option modules approved as part of the Media Programme |
| Communicate ideas informed by contemporary research and new developments in media and cultural theory both orally and in writing  | All option modules approved as part of the Media Programme |
| Manage their own learning, making use of appropriate materials in a current area of research activity   | All option modules approved as part of the Media Programme |

| <b>Key or Transferable Skills (graduate attributes)</b>   |  |
|---|--|
| <b>Learning Outcome</b>   | <b>Module in which this is delivered</b>                   |
| Work productively in a largely unstructured context exercising initiative and personal responsibility | All option modules approved as part of the Media Programme |
| Make decisions and plan activity in uncertain and unpredictable contexts                              | All option modules approved as part of the Media Programme |
| Undertake appropriate further training of an academic, professional or practical nature               | All option modules approved as part of the Media Programme |

## 9. Final and intermediate awards

Credits required for each level of academic award are as follows:

|  |             |  |
|--|-------------|--|
| <b>Honours Degree</b>                  | 360 credits | <p>You will require at least 120 credits at levels 4, 5 and 6</p> <p>You must accumulate a minimum of 135 credits in each Principal Subject (270 credits in total), with at least 45 credits at each level of study (Levels 4, 5 and 6) in each of two Principal Subjects (90 credits per year). Your degree title will be 'subject X and subject Y'.</p> <p>If you choose to study one Principal subject in your final year of study a minimum of 90 credits in that subject is required. Your degree title will be 'subject X with subject Y'.</p> |
| <b>Diploma in Higher Education</b>     | 240 credits | You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher   |
| <b>Certificate in Higher Education</b> | 120 credits | You will require at least 120 credits at level 4 or higher   |

**International Year option:** in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

**Work Placement Year option:** in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

## 10. 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:

- **Seen and unseen closed book examinations** in different formats test students' knowledge of media and cultural theories and the application of those theories to a range of cultural texts. Examinations may consist of essay-type answers or close reading of short passages.
- **Essays** also test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using appropriate systems of referencing.
- **Workbooks** test students' ability to develop ideas and reflective practices in the development of creative media work.
- **Critical Analyses** of other scholars' work test students' ability to identify and summarise the key points of a text and to evaluate the quality of arguments and the evidence used to support them. In the case of work based on empirical research, critical analyses also assess students' knowledge of research methodologies and their ability to make critical judgements about the appropriateness of different strategies for collecting and analysing data.
- **Research design projects and short research papers** test students' knowledge of different research methodologies and the limits and provisional nature of criminological knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- **Oral and poster presentations and reports, either by individual students or in groups**, assess students' subject knowledge and understanding. They also test their ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Portfolios** may consist of a range of different pieces of work but routinely include a requirement that students provide some evidence of critical reflection on the development of their own learning.

- **Group and individually produced artefacts** assess the students' ability to produce creative works in a range of media including moving and still image production, video and exhibitions.
- **Dissertations** test students' ability to carry out independent research and communicate findings in an extended piece of written work following recognised academic standards of presentation.

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.

## 11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

### Activity

|                         | <b>Scheduled learning and teaching activities</b> | <b>Guided independent Study</b> | <b>Placements</b> |
|-------------------------|---|---------------------------------|-------------------|
| <b>Year 1 (Level 4)</b> | 20%   | 78.2%                           | 1.8%              |
| <b>Year 2 (Level 5)</b> | 17.7%   | 80.2%                           | 2.1%              |
| <b>Year 3 (Level 6)</b> | 17.2%   | 80.8%                           | 2%                |

## 12. Accreditation

This programme does not have accreditation from an external body.

## 13. 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'.

A student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

## 14. 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/>

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

### English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration. Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

**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/>

## 15. How are students supported on the programme?

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

- Module and tutorial group leaders provide 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 and more general feedback on examinations.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress in Media.
- Academic Mentors also act as a first point of contact for students on non-academic issues which may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Additional help with study skills and development can be sought from Keele's Student Services.
- All members of teaching staff on the Media Programme are available to see students during advertised weekly office hours and at other times by appointment.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

## 16. Learning Resources

Media is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups. In addition, Media 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.

More recently the Media Building, in which students do most of their production work, has been refurbished with the addition of a large screening room/cinema facility. Media has a healthy budget for keeping hardware and software current.

The learning resources available to students on the Programme include:

- The extensive collection of materials relevant to undergraduate study of Media and related disciplines held in the University Library. Built up over twenty years of delivering English, Sociology, Music and Visual Arts at this level, these materials include books, journals and video. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text-based - accessible from external providers via the internet.

## **17. Other Learning Opportunities**

### **Study abroad (semester)**

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

### **Study Abroad (International Year)**

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the International Year.

### **Enhanced Degree: With Language Competency/With Advanced Language Competency**

Media students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency such as, "BA (Hons) Media with competency in Japanese". Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

### **Other opportunities**

During their time at Keele, students have the opportunity to hear from, and talk to, a range of guest speakers and presenters including visiting academics and practitioners in a variety of media such as radio, film, TV and visual arts. Some of these activities are timetabled as part of taught modules, others are organised separately but are widely advertised and undergraduate students are always welcome to attend. Students are also given the opportunity to take part in work placement schemes. These also vary from year to year but currently include placements at BBC Radio Stoke, The Sentinel and Cross Rhythms Radio. These can be taken up flexibly or as part of the programme in a work experience module.

## **18. Additional Costs**

Students registered for the option "Work Experience in Media" module may incur additional costs in terms of travel.

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.

## 19. 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 National Student Survey (NSS), 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 in all three years of 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/>

## 20. 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: Communication, media, film and cultural studies (2016)

[https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781\\_12](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781_12)

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

## 21. Annex - International Year

### Media with International Year

Please note: in order to be eligible to take the International Year option your other subject must also offer this option. Please refer to the information published in the course document for your other subject.

|                                     |
|-------------------------------------|
| <b>International Year Programme</b> |
|-------------------------------------|



Students registered for this Combined Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the Combined Honours programme in both their principal subjects, providing that they meet the progression criteria outlined in this document. Students accepted onto the International Year programme will have an extra year of study at an international partner institution after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the Combined Honours programme without the International Year and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.

### **International Year Programme Aims**

In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:

1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject
2. Experience of a different culture, academically, professionally and socially

### **Entry Requirements for the International Year**

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director)

Students may not register for both an International Year and a Placement Year.

### **Student Support**

Students will be supported whilst on the International Year via the following methods:

- Phone or Skype conversations with Study Abroad tutors, in line with recommended Academic Mentoring meeting points.
- Support from the University's Global Education Team

### **Learning Outcomes**

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Design, plan and critically evaluate critical projects within the field of Media Communications, record relevant information accurately and systematically and be able to reflect upon a range of sources in a critical manner.
5. Integrate, apply and develop principles relating to media production in history, or creative practice in the present, to describe and explain cultural phenomena and reflect critically on problems relating to contemporary society and culture.

Please note that students on Combined Honours programmes with International Year must meet the subject-specific learning outcomes for BOTH their principal subjects.

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

### **Course Regulations**

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules to be studied on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

### **Additional costs for the International Year**

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: [www.gov.uk](http://www.gov.uk)

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

## **22. Annex - Work Placement Year**

### **Media with Work Placement Year**

#### **Work Placement Year summary**

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students are responsible for securing their placement to enable complete flexibility in terms of when and where the placement is conducted, taking into consideration potential living and travel expenses which may be incurred, for which the student is responsible. However, students are supported throughout the process by the School, Keele Careers and Employability team, and various other departments across the university.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

### **Work Placement Year Programme Aims**

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:

1. The opportunity to carry out a long-term, placement-based learning experience between Years 2 and 3 of their degree programme
2. Enhanced employability
3. A professional CV and portfolio that they can use when applying for employment (see below)

### **Entry Requirements for the Work Placement Year**

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at any point prior to undertaking the year-long work placement. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (\* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

\* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- Students undertaking work placements will be expected to complete a Health and Safety checklist and/or training prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based. International students are permitted to undertake a placement, however due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

## **Student Support**

Students will be supported whilst on the Work Placement Year via the following methods:

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student or contact them virtually in their placement organization at around the 5 weeks after the placement has commenced, and then visit again or contact them virtually at around 15 weeks into the placement.

## **Learning Outcomes**

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

1. Understand the variety of ways in which skills developed during the study of Humanities subjects can be deployed in non-academic contexts
2. Assess their own strengths and weaknesses in an employment context through a SWOT analysis, design learning outcomes, and reflect on their own progress throughout the module
3. Articulate their placement experiences effectively and reflect on their enhanced skill set in front of an audience, using visual aids
4. Understand the aims and priorities, as well as the strengths and possible limitations, of an external organisation and design and complete activities/projects/materials that recognise and support these
5. Reflect on and critically evaluate their learning from the work placement, showing evidence that they have researched their sector and evaluated the effectiveness of their activities with this in mind

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (ENG-30090) which involves:

1. Supporting students in locating and securing a relevant work placement in any workplace where the research, analytical, and communication skills as a developed part of a Humanities degree can be used
2. Students completing a SWOT analysis (strengths, weaknesses, opportunities and threats) at the beginning of the placement, reflecting on their employability skills in terms of their assessment of sector skill demands. This will be used to create Intended Placement Outcomes and contribute to Continuing Professional Development. The action plan will be negotiated and agreed by the student, module convenor and employer.
3. Students creating a professional CV and portfolio that can be used when seeking employment after graduation
4. Students completing a 15-20 minute presentation in June/July, critically reflecting on the activities/projects they have completed so far, and the skills they have learned/developed. The audience will primarily be other students on this module, to ensure shared experiences and to create connections in preparation for returning to Keele for third year (Level 6)
5. Students developing a heightened awareness of the various ways in which their knowledge and skills can be utilised in real-world situations

## **Regulations**

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated 'Work Placement Year' module (ENG-30090)
- In order to ensure a high-quality placement experience, each Placement is required to satisfy an approval process including a Health & Safety Checklist completed by the Placement Provider. Each party (Placement Provider, Student and University) will agree and sign a Learning Agreement outlining the rights and responsibilities associated with their participation in the Placement Year.
- Once a student has been accepted by a placement organisation, the student will inform the University as soon as possible. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

## **Additional costs for the Work Placement Year**

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; for more information please contact Student Services.

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks. Whilst on Placement students are still classed as full-time students and so eligible for Council Tax exemption, student discounts for travel etc

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

## **Version History**

### **This document**

**Date Approved:** 08 August 2025

### ***What's Changed***

Optional module changes: SOC-20034 (SEM1) added, SOC-30025 (SEM2) added.

### **Previous documents**

| <b>Version No</b> | <b>Year</b> | <b>Owner</b>    | <b>Date Approved</b> | <b>Summary of and rationale for changes</b>                      |
|-------------------|-------------|-----------------|----------------------|--|
| 1.3               | 2024/25     | RACHEL WOOD     | 07 July 2025         | Optional module changes: SOC-30035 replaced with SOC-30034.      |
| 1.2               | 2024/25     | RACHEL WOOD     | 11 June 2025         | FIL-30019 British Social Realism added as optional module (SEM1) |
| 1.1               | 2024/25     | RACHEL WOOD     | 16 May 2025          | Changes to optional modules                                      |
| 1                 | 2024/25     | RACHEL WOOD     | 18 July 2024         | Added ENG-30090 to LV4 SEM2                                      |
| 1.2               | 2023/24     | RACHEL WOOD     | 12 May 2023          | Change of FIL-20011 to SEM1                                      |
| 1.1               | 2023/24     | RACHEL WOOD     | 26 April 2023        | Module information added for option to specialise at Level 6     |
| 1                 | 2023/24     | RACHEL WOOD     | 14 February 2023     |  |
| 1.1               | 2022/23     | RACHEL WOOD     | 10 May 2022          | PD updated   |
| 1                 | 2022/23     | ELIZABETH POOLE | 27 January 2022      |  |
| 1                 | 2021/22     | EVA GIRAUD      | 23 March 2021        |  |
| 1                 | 2020/21     | ELIZABETH POOLE | 13 December 2019     |  |
| 1                 | 2019/20     | ELIZABETH POOLE | 13 December 2019     |  |