

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Media and Communications BA (Hons) Media and Communications with International Year (see Annex for details) BA (Hons) Media and Communications with Work Placement Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	UK students: Fee for 2025/26 is £9,535* International students: Fee for 2025/26 is £17,700** The fee for the international year abroad is calculated at 15% of the standard year fee The fee for the work placement year is calculated at 20% of the standard year fee

Please note that this document applies to Level 4 (Year 1) students only in 2025/26. Level 5 (Year 2) and Level 6 (Year 3) students should refer instead to the document labelled 2024/25.

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 Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

Media plays a huge role in shaping our society, our view on the world, and our selves. BA Media and Communications at Keele will equip you with all the tools you will need to **critically understand, analyse and research the media**, while also enabling you to harness the potential of media for **creative communication and storytelling**. You will learn to use a range of visual media, film, audio, and digital formats to craft compelling and engaging narratives and messages, communicate important ideas, and develop and express your creative voice. The Media and Communications degree at Keele blends together the theory and practice elements of media, enabling you to investigate and recognise the crucial role the media plays in our ever-changing world all while building your creative skills and professional portfolio.

The degree equips you with desirable graduate skills across three inter-connected areas: **critical, creative, and professional**.

- **Critically** you will examine how meaning is communicated, from social media to film, television, the news, and popular music; research how things really work behind the scenes in media industries; investigate how audiences respond to the media and how media shapes our lives and identities.
- **Creatively** you will develop your understanding of yourself as a reflective, critical, and responsible media practitioner and producer, learning to create original and engaging media in a wide range of formats that expresses and communicates the ideas and stories that matter to you.
- **Professionally** you will develop a wide range of workplace ready skills and experience that are highly desirable in the creative and cultural industries and beyond; and you will graduate with a portfolio of media outputs created using industry standard equipment and software.

Keele's programme explores the relationship between the critical, creative, and professional spheres of Media and Communications and shows how knowledge and skills in each of these fields informs and influences the others.

4. Aims of the programme

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

- Equip students with a broad, in-depth knowledge of the field of Media and Communications, from industry to technology, texts, and audiences.
- Support students to acquire the critical, theoretical, and methodological tools to help them confidently analyse and evaluate the social, cultural, and political dimensions of key Media texts, industries, and audiences.
- Work with students to help them develop a strong critically informed and aware sense of themselves as responsible and reflective media practitioners.
- Enable students to graduate with a strong sense of the media employment landscape and their potential place in it, with strong transferable skills and a portfolio of high-quality professional work.
- Support students to become informed and active graduate citizens with a lifelong interest in studying and/or practicing in the fields of Media and Communications.

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
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to demonstrate knowledge and understanding of:

- How media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.
- A range of academic theories and approaches that can be used to understand, evaluate, and analyse media industries, texts, audiences, and technologies.
- Media and Communications as an academic discipline - including key theories, methods and issues - and understanding of how this intersects with other cognate disciplines and approaches.
- Research approaches and methodologies practised in media studies.
- The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.
- The social, cultural, and political ethics of media, including a strong awareness of critical reflection and responsibility for digital media practitioners.
- Professional and technical tools, standards, and practices in the media industries.

Subject specific skills

Successful students will be able to:

- Think critically about the role of media in contemporary economic, social, cultural, and political contexts.
- Apply critical and theoretical tools to an analysis of various media issues, texts, and technologies.
- Conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship.
- Appreciate and apply the creative skills and practices involved in media practice and production.
- Think and practice ethically, and responsibly in the fields of media research and creative practice.
- Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.
- Create professional quality media outputs across a range of formats.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.
- Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.
- Work effectively with industry partners, including working to briefs and parameters set out by organisations.
- Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.
- Demonstrate problem solving skills, using evidence, research, and critical thinking to troubleshoot issues in the management of a creative and/or research project.
- Develop and present a graduate portfolio of professional quality media content.

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:

- **Interactive 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. Most lectures will have an interactive element including small group tasks or discussions or use of interactive technologies.
- **Seminars** in groups of approximately 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 theories to analyse media technologies, platforms, practices, and content.

- **Practical workshops** where students learn about and use practical resources to produce their own creative content. This includes areas such as video, audio, text, images, and photography.
- **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. (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)
- In the final year, students will learn through an **Independent Study Project** which involves the opportunity to undertake a piece of independent research and/or creative practice supervised and supported by a member of staff.
- **Engaging with external partners** including working to industry briefs and pitching to industry experts. In years 2 and 3, students can take work placement modules to build up their experience of applying the skills acquired on the programme to real-world settings.

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.

7. Teaching Staff

The core teaching staff on the Media and Communications Programme comprises a range of staff including professors, senior lecturers and lecturers. All staff have a broad knowledge base in media and are experts in their chosen areas of specialisation. Most current members of staff have doctorates (PhDs or the equivalent) in their respective fields, and/or experience in the media industries. Most of the current teaching staff are active in research with work published in books, research monographs and leading international journals.

The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities. 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.

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 as a faculty funded 'additional' module. 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/>

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.

Year	Compulsory	Optional	
		Min	Max
Level 4	105	15	15
Level 5	60	60	60
Level 6	45	75	75

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Visual Representation	MDS-10047	30	Semester 1
Filmmaking Fundamentals	MDS-10045	30	Semester 1-2
Media Industries	MDS-10049	30	Semester 2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2

Optional modules	Module Code	Credits	Period
History in Media and Film: The Presentation of the Past in Contemporary Culture	HIS-10050	15	Semester 1
Popular Music and Digital Platforms	MUS-10126	15	Semester 1

Level 5

Compulsory modules	Module Code	Credits	Period
Storytelling for Change	MDS-20068	30	Semester 1
Researching Audiences and Users	MDS-20062	30	Semester 2

Optional modules	Module Code	Credits	Period
The Mediated Self	MDS-20064	30	Semester 1
Documentary Film	MDS-20076	30	Semester 1
Teenage Dreams: Youth Subcultures in Fiction, Film and Theory	MDS-20024	15	Semester 2
Promotional Cultures	MDS-20054	15	Semester 2
Professional Experience with Media (Year 2)	MDS-20072	15	Semester 2
Pathways with Media: Developing Your Profile	MDS-20074	15	Semester 2

Level 5 Module Rules

Students MUST pick 30 credits from one of the following modules: Documentary Film OR Researching audiences and users

Students MUST pick 15 credits from one of the following professional development modules: Professional Experience for Media (Year 2) OR Pathways with Media: Developing Your Profile

Level 6

Compulsory modules	Module Code	Credits	Period
Media and Climate Change	MDS-30073	30	Semester 1
News, Politics and Power	MDS-30057	15	Semester 2

Optional modules	Module Code	Credits	Period
Science Fiction Cinema: Utopias and Dystopias	FIL-30029	15	Semester 1
Podcast and Radio Production	MDS-30021	15	Semester 1
Music and Social Movements	MUS-30073	15	Semester 1
Media Dissertation	MDS-30020	30	Semester 1-2
Extended Media Project	MDS-30049	30	Semester 1-2
Creative Magazine Production	MDS-30012	15	Semester 2
Social Media Work	MDS-30023	15	Semester 2
Memes, trends, and vibes: participatory social media cultures	MDS-30037	15	Semester 2
Professional Experience with English (Year 3)	MDS-30069	15	Semester 2
Employing Media: Putting Your Subject into Practice	MDS-30071	15	Semester 2

Level 6 Module Rules

Students MUST pick 30 credits from one of the following modules: ISP Extended Media Project OR ISP Media

Students MUST pick 15 credits from one of the following professional development modules: Professional Experience for Media (Year 3) OR Employing Media: Putting Your Subject into Practice

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 4

In Year 1 (Level 4) and Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
How media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.	All L4 Core Modules
A range of academic theories and approaches that can be used to understand, evaluate, and analyse media industries, texts, audiences, and technologies.	All L4 Core Modules
Media and Communications as an academic discipline - including key theories, methods and issues - and understanding of how this intersects with other cognate disciplines and approaches.	All L4 Core Modules
Research approaches and methodologies practised in media studies.	All L4 Core Modules
The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.	All L4 Core Modules
The social, cultural, and political ethics of media, including a strong awareness of critical reflection and responsibility for digital media practitioners.	All L4 Core Modules
Professional and technical tools, standards, and practices in the media industries.	All L4 Core Modules

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Think critically about the role of media in contemporary economic, social, cultural, and political contexts.¿¿	All L4 Core Modules
Apply critical and theoretical tools to an analysis of various media issues, texts, and technologies.¿	All L4 Core Modules
Conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship.¿¿	All L4 Core Modules
Appreciate and apply the creative skills and practices involved in media practice and production.	All L4 Core Modules
Think and practice ethically, and responsibly in the fields of media research and creative practice.¿	All L4 Core Modules
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.¿¿	All L4 Core Modules
Create professional quality media outputs across a range of formats.¿	All L4 Core Modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.¿¿	All L4 Core Modules
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.¿¿	All L4 Core Modules
Work effectively with industry partners, including working to briefs and parameters set out by organisations.¿¿	All L4 Core Modules
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.¿¿	All L4 Core Modules
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.¿¿	All L4 Core Modules
Develop and present a graduate portfolio of professional quality media content.¿	All L4 Core Modules

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.

Optional 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.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
How media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.	Core and option modules
A range of academic theories and approaches that can be used to understand, evaluate, and analyse media industries, texts, audiences, and technologies.	Core and option modules
Media and Communications as an academic discipline - including key theories, methods and issues - and understanding of how this intersects with other cognate disciplines and approaches.	Core and option modules
Research approaches and methodologies practised in media studies.	Core and option modules
The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.	Core and option modules
The social, cultural, and political ethics of media, including a strong awareness of critical reflection and responsibility for digital media practitioners.	Core and option modules
Professional and technical tools, standards, and practices in the media industries.	Core and option modules

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Think critically about the role of media in contemporary economic, social, cultural, and political contexts.¿¿	Core and option modules
Apply critical and theoretical tools to an analysis of various media issues, texts, and technologies.¿¿	Core and option modules
Conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship.¿¿	Core and option modules
Appreciate and apply the creative skills and practices involved in media practice and production.¿¿	Core and option modules
Think and practice ethically, and responsibly in the fields of media research and creative practice.¿	Core and option modules
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.¿¿	Core and option modules
Create professional quality media outputs across a range of formats.¿	Core and option modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.¿¿	Core and option modules
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.¿¿	Core and option modules
Work effectively with industry partners, including working to briefs and parameters set out by organisations.¿¿	Core and option modules
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.¿¿	Core and option modules
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.¿¿	Core and option modules
Develop and present a graduate portfolio of professional quality media content.¿	Core and option modules

Level 6

In the third year students deepen their knowledge of selected Media topics by choosing to study four 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.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
How media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.	Core and option modules
A range of academic theories and approaches that can be used to understand, evaluate, and analyse media industries, texts, audiences, and technologies.	Core and option modules
Media and Communications as an academic discipline - including key theories, methods and issues - and understanding of how this intersects with other cognate disciplines and approaches.	Core and option modules
Research approaches and methodologies practised in media studies.	Core and option modules
The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.	Core and option modules
The social, cultural, and political ethics of media, including a strong awareness of critical reflection and responsibility for digital media practitioners.	Core and option modules
Professional and technical tools, standards, and practices in the media industries.	Core and option modules

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Think critically about the role of media in contemporary economic, social, cultural, and political contexts.¿¿	Core and option modules
Apply critical and theoretical tools to an analysis of various media issues, texts, and technologies.¿¿	Core and option modules
Conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship.¿¿	Core and option modules
Appreciate and apply the creative skills and practices involved in media practice and production.¿¿	Core and option modules
Think and practice ethically, and responsibly in the fields of media research and creative practice.¿	Core and option modules
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.¿¿	Core and option modules
Create professional quality media outputs across a range of formats.¿	Core and option modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.¿	Core and option modules
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.¿¿	Core and option modules
Work effectively with industry partners, including working to briefs and parameters set out by organisations.¿¿	Core and option modules
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.¿¿	Core and option modules
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.¿¿	Core and option modules
Develop and present a graduate portfolio of professional quality media content.¿	Core and option modules

9. Final and intermediate awards

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

Honours Degree BA (Hons) Media and Communications	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study*, to graduate with a named single honours degree in this subject. *An exemption applies for students transferring from a Combined Honours programme - see point 3.4 here: https://www.keele.ac.uk/regulations/regulationc3/
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	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:

- Academic and creative portfolios
- Reflective workbooks and critiques
- Posters, mood boards, and visual presentations
- Creative content including media images, text, video, audio, and interactive content.
- Group presentations and pitches
- Critical essays and case studies
- Independent creative/research projects

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

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	20.5%	79.5%	0%
Year 2 (Level 5)	19.7%	79.4%	0.9%
Year 3 (Level 6)	19.2%	74.5%	6.4%

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/>

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 formative and summative feedback on in-course assessments.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress and personal development.
- 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 and Communications 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 and Communications 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 Apple Macintosh labs with industry standard software from the Adobe Creative Suite; 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. The department regularly reviews and

updates hardware and software to ensure it is consistent with industry standards.

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. 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.

Work Placement Year

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. 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 their year-long placement. Eligibility rules are included in the Annex.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

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

Enhanced Degree: With Language Competency/With Advanced Language Competency

Media, Communications and Creative Practice 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, Communications and Creative Practice 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

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 Statements: Communication, media, film and cultural studies (2024)

<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>

21. Annex - International Year

Media, Communications and Creative Practice with International Year

International Year Programme

Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) 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 standard 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 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 tutor, 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 and Creative Practice, 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.

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.

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 they will study 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

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: 26 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1.1	2024/25	RACHEL WOOD	20 March 2025	Optional module changes
1	2024/25	RACHEL WOOD	18 July 2024	Added ENG-30090 to LV4 SEM2 Added ENG-10046 to LV4 SEM2 Removed MDS-10037 and MDS-10039
1.1	2023/24	RACHEL WOOD	12 May 2023	Change of FIL-20011 to SEM1
1	2023/24	RACHEL WOOD	14 February 2023	
1.1	2022/23	RACHEL WOOD	10 May 2022	PD updated
1	2022/23	ELIZABETH POOLE	02 February 2022	