

Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

Programme Title:	
MSc Football Communications and Digital Marketing	
Programme (AOS) Code(s):	Full Time MB1FCM1 Part Time MB1FCM2
UCAS Code:	N/A
Name of Final Award:	Master of Science, MSc
Level of Qualification:	Level 7
Regime of Delivery:	Attendance
Mode(s) of Delivery:	Full Time and Part Time
Typical Length of Study (Years):	1 year Full Time 2 years Part Time
Professional Body Recognition / Accreditation (including specific requirements where applicable):	N/A

Brief Description of the Programme

Programme Introduction

UCFB's MSc Football Communications and Digital Marketing is designed for graduates and industry practitioners with a keen interest in football and sport. Particular interest and experience relating to the communications and marketing industry will stand candidates in good stead. The campus-based programme utilises contemporary themes such as digital marketing, public relations, fan engagement and multimedia journalism to enable students to immerse themselves in the dynamic relationships between these respective areas.

Distinguishing Features of the Programme

- Students will gain sound knowledge of key areas of football business.
- UCFB campus locations will allow students to study in and around elite level sporting facilities.
- The Employability & Enrichment Curriculum is an 'added value' provision to the taught degree programme. Opportunities to increase employability will be provided through masterclasses, industry workshops and the guest speaker programme. The guest speaker programme is designed to expose students to career insights from successful industry professionals and to provide students with networking opportunities.
- Opportunities to gain additional external industry-based qualifications are facilitated.

Programme Aims

1	Prepare students for a career in the communications and marketing sector.
2	Provide students with extended knowledge of the communications and marketing sector of the economy.

3	Enable students to develop their communication, analytical, problem-solving and creative skills demanded for career advancement in communications and marketing.
4	Develop students' ability to reflect on contemporary approaches resulting in best practice for a dynamic communications and marketing environment.
5	Develop students' critical analysis and problem solving skills fit for business digital transformation.
6.	Utilise distinctive delivery locations and professional relationships to provide students with opportunities to engage with industry throughout the programme.

Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
Graduate Attribute: Knowledge and its application (K)	
K1	Apply principles and practices of multimedia journalism.
K2	Critique methods of consumer engagement and football fan experience.
K3	Examine different alternative scenarios for PR and crisis management.
K4	Evaluate means of communication and marketing in the football industry.
Graduate Attribute: Creativity (C)	
C1	Engage in critical thinking, analysis, synthesis and decision making to solve problems.
C2	Solve communication and digital marketing problems.
C3	Apply theories in new communication contexts.
C4	Explore how communication and digital marketing solutions will fare in professional contexts.
Graduate Attribute: Social and ethical awareness and responsibility (S)	
S1	Demonstrate a critical understanding of roles and responsibilities within the communication and digital marketing industry.
S2	Explore how socio-cultural awareness might inform communication and marketing decisions in football.
S3	Examine how global, national and local factors impact upon communication and marketing solutions.
Graduate Attribute: Leadership and self-development (L)	
L1	Take the lead in sessions which demonstrate skills and techniques in communication and marketing.
L2	Communicate information clearly and coherently in a range of forms relevant to intended audiences.
L3	Work harmoniously and productively with others to achieve shared outcomes.
L4	Manage time effectively in order to meet deadlines and achieve performance targets.

Programme Structure

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level and listed as either core (compulsory) or optional. The level indicates the relative academic difficulty which will increase through the programme. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to sector developments.

Level Seven

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FB784	Digital Marketing for Football	30	Core	Yes
FB785	Engaging the Football Consumer	30	Core	Yes
FB789	Public Relations and Crisis Management in Football	30	Core	Yes
FB790	Multimedia Football Journalism	30	Core	Yes
FB799	Dissertation and Research Methods	60	Core	No

Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

This programme is delivered in and around sporting venues, reflective of professional environments in which students aspire to work.

A diverse range of learning and teaching approaches are used as appropriate to each module. Across the programme students benefit from regular contact through a mixture of lectures, seminars, tutorials, demonstrations, practical classes and workshops and project supervision sessions.

The programme has a named Programme Leader who serves as a key point of contact for students. A programme VLE site supports the development of a cohort identity, and enables the sharing of resources relating to the programme context and employability. Programme events offer further support for employability.

Each module has a VLE site, which provides support for module-level learning, links to further resources, and information relating to directed and self-directed study.

Students benefit from a range of opportunities provided by UCFB to support their personal and professional development. These run alongside the academic programme, and include high-profile

industry speakers, work and volunteering opportunities, additional qualifications, and networking events.

This programme will encourage students to find and undertake work experience in sports clubs. These opportunities will be found by the student, but supported by UCFB. Students will then be able to use this experience to inform assignments in designated modules. However, where students have not undertaken work experience there will be an alternative to undertake an equivalent experience with fellow students at UCFB. There is no formal work-based/placement however students will get support in identifying and applying for suitable opportunities.

Additional Course Costs

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

Stationery equipment
Books, journals and periodicals
Printing
Study trips
Placement activity costs
DBS and/or other security checks.

Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad (Hours)
Year One (FT)	236	1564	N/A
Year One (PT)	144	756	N/A
Year Two (PT)	92	808	N/A

Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

A range of assessment types are used across the programme, as appropriate to each module. Assessment is predominantly continuous, employing items that might include academic essays, reports, case study analyses, presentations, portfolios, reflective writing as well as practically orientated items. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

Classification

Calculation of final award: The calculation of this award will be 100% at level 7.

For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

Typical applicant profile and any programme-specific entry requirements

Applicants should hold a 2:1 honours degree or a recognised overseas equivalent. Applicants may be accepted with a 2:2 honours degree (or equivalent) provided that they can otherwise demonstrate a strong profile with 50% or above in their dissertation module.

Professional experience and industry qualifications can be assessed for applicants without the standard entry requirements

All applicants will be provided with an opportunity to be assessed and to discuss their suitability for the programme with the academic team. All applicants are also provided with information relating to student services, with whom they can make contact, should they require additional support or advice as well as information related to appropriate bursaries and funds.

Applicants from non-majority English speaking countries will be asked for an English qualification which tests Speaking, Listening, Reading and Writing and will be asked to achieve IELTS 6.5 overall.

Do applicants require a Disclosure and Barring Service (DBS) Check? No

Opportunities for students on successful completion of the programme

Career opportunities are likely to align with opportunities in content creation, marketing planning and strategy, in-house PR officers and those organisations seeking fan engagement innovation and research within the sport or ancillary organisations. UCFB's ability to provide further Employability and Enrichment opportunities engages students in career development allowing students to find their place in the football industry.

Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, Accommodation and Counselling Services

Appendices

Quality Assurance

Awarding Body:	Buckinghamshire New University
Language of Study:	English
QAA Subject Benchmark Statement(s):	QAA Subject Benchmark Statement for Master's Degrees in Business and Management (2015)
Assessment Regulations:	<i>Academic Assessment Regulations</i>, accessible via the Academic Advice webpages (https://bucks.ac.uk/students/academicadvice)
Does the Fitness to Practise procedure apply to this programme?	No
Ethics Sub-committee	All dissertations submitted as part of FB799 assessment are required to gain ethical approval. These are managed through the agreed Ethics Sub-committee process.
Date Published / Updated:	May 2019

Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

Name of Exit Qualification:	Postgraduate Certificate (PGCert)
Full name of Qualification and Award Title:	PGCert Football Communications and Digital Marketing
Credits requirements:	60 Credits
Module requirements:	60 Credits at Level 7
Learning Outcome	
Demonstrate a critical awareness of current problems within the football industry.	
Examine research literature which sits at the forefront of the football industry.	
Explore how established techniques of enquiry are used to create and interpret knowledge in communications and digital marketing.	

Name of Exit Qualification:	Postgraduate Diploma (PGDip)
Full name of Qualification and Award Title:	PGDip Football Communications and Digital Marketing
Credits requirements:	120 Credits
Module requirements:	120 Credits at Level 7
Learning Outcome	
Synthesise complex issues and make sound judgements which can be communicated to a variety of audiences.	
Critically evaluate research methodologies used in the analysis of communications and digital marketing.	
Show originality in tackling and solving communications and digital marketing related problems in football.	