

COURSE SPECIFICATION

Each course requires an individual and tailored Course Specification document, irrespective of the Course Cluster in which it sits or of other courses with which it may share common modules.

Course Aim and Title	BA (Hons) Football Business and Media
Intermediate Awards Available	Certificate of Higher Education Diploma of Higher Education Ordinary Degree
Teaching Institution(s)	UCFB Etihad Campus UCFB Wembley
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	tbc
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (2019) QAA Subject Benchmark Statement for Business and Management (2019)
Additional Versions of this Course	n/a
Date Specification Last Updated	March 2021



Course Aims and Learning Outcomes

This course is designed to give students the opportunity to:

- Prepare for careers within the football media industries including journalism, media officer, Public Relations executive and the related broadcast industries such as TV and radio.
- Gain a detailed academic knowledge of how the football media industry and practical experience of working in the football media environment.
- Develop communication, analytical, technical, and problem-solving skills demanded for career advancement in the football media industry.
- Engage with the sports industry throughout the course, utilising professional partnerships and distinctive, course-tailored delivery locations.

What students will learn:

Knowledge

- Critically appraise the structure and operation of the football media industry.
- Evaluate the importance of the various digital and traditional media in connecting football and its fans, stakeholders and customers.
- Analyse the legal and ethical frameworks applicable to the media industry.
- Evaluate core media terms, concepts, tools and techniques used in the football media industry.
- Critically analyse the techniques used in and the processes of creating audio and visual media, including traditional and digital pathways

Thinking skills

- Engage in critical thinking, analysis, and decision making to solve academic and practical problems.
- Apply existing frameworks to new contexts and situations
- Explore professional knowledge in various new environments
- Evaluate the importance of media law and ethics in a practical environment
- Analysis and interpretation of primary and secondary research

Subject-Based Practical skills

- Demonstrate competence in the application of writing, digital, audio and visual media skills
- Demonstrate competence in the use of media equipment, technology and software
- Create original media content in an academic and professional capacity
- Demonstrate awareness of social-cultural aspects of football and the media.

Skills for life and work (general skills)

- Demonstrate effective leadership skills in a football media context.
- Engage in critical thinking, analysis, synthesis and decision making.
- Communicate information clearly across a number of media platforms



- Collect, analyse, interpret and apply data using relevant software packages and presentation methods
- Work harmoniously and productively with others to achieve shared outcomes
- Manage time effectively to meet deadlines and achieve performance targets.

Learning and Teaching

Students will be introduced to the structure and delivery of the course and the key academic and support staff through an induction course. They will be familiarised with the Virtual Learning Environment as well as extra-curricular opportunities.

The course itself will be delivered face-to-face, with the support of the VLE online learning portal. This portal will host key information on delivery, including directed reading activities, resource lists, and structured online learning activities that provides added value to lecture, seminar and workshop material. Supporting this independent learning framework will be digital-specific teaching sessions, including online tutorials and small-group activities based around core module content, which will test key concepts and ideas through case studies, reflective practice and forums.

Face-to-face classroom content will not only allow students to engage on the traditional lecture and seminar formats, but also practical workshops, TV and radio studio work and mock newsrooms. The students will be encouraged throughout to apply their knowledge in key media concepts of traditional and digital media, with both formative and summative assessment and feedback to help them to develop their skills. Throughout all teaching activities, further formative assessment opportunities will be provided, in which students will be encouraged to share thoughts both with peers and with their tutors.

Assessment

A range of assessment types are used across this course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, portfolios, reflective writing, as well as practical broadcast output such as digital content, television packages and audio productions. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside practical study-specific skills and key industry skills.

Provision will be made, in partnership with student services and module leaders, so that students with registered disabilities are supported through all forms of



assessment. This is to make sure that everyone, regardless of issues of access, can engage with the assessment content across all modules on this course.

Work or Study Placements

n/a

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	UN4008	Principles of Sports Media	20	Core	N
4	UD4007	Understanding the Business of Football	20	Core	N



4	UD4000	Industry Competencies (Mental Wealth)	20	Core	N
4	UN4002	Sport, Media and Society	20	Core	N
4	UN4000	Introduction to Broadcasting	20	Core	N
4	UN4004	The Business of Digital Media	20	Core	N
5	UN5001	Applied Digital Journalism	20	Core	N
5	UN5003	Media Law and Ethics	20	Core	N
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	N
5	UD5013	Research Methods	20	Core	N
5	UN5005	Public Relations Strategy	20	Core	N
5	UN5004	TV Studio Production	20	Core	N
6	UD6009	Football Brand Management	20	Core	N
6	UN6001	Public Relations Crisis Management	20	Core	N
6	UN6005	Digital Futures	20	Core	N
6	UD6014	Professional Project	40	Core	N



6	UD6012	Industry Engagement (Mental Wealth)	20	Core	N
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Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

n/a

Typical Duration

The expected duration of this course is 3 years full-time

A student cannot normally continue study on a course after 4 years of study in full-time mode unless exceptional circumstances apply and extenuation has been granted.

Further Information

More information about this course is available from:

- The UCFB website (www.ucfb.ac.uk)
- The course handbook
- Course Leader (London or Manchester)

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- Accommodation - Students are required to attend face to face classes as part of the course. Students are responsible for arranging their own accommodation if it is required to support timely access to course dates.



Costs will be dependent on the students' choice of accommodation. If assistance is required to identify suitable accommodation this can usually be provided. Costs for city centre accommodation vary dependent on times, these are likely to be between £50-£150 per night.

- Stationery equipment – paper and pens are required. Costs will vary dependent of student choice.
- Books, journals and periodicals – books will be available to access in the UCFB and UEL library. If students wish to purchase books they can do so, however this is not a requirement.
- Printing – printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour.
- DBS checks - typically up to £50
- Field trips - contribution requested

Please note costs will vary depending on individual needs.

Alternative Locations of Delivery

This course is taught by UCFB in Manchester (Etihad Campus) and London (Wembley) and is awarded by the University of East London.