

**COURSE SPECIFICATION**

Course Aim and Title	BA (Hons) Multimedia Sports Journalism
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)
Additional Versions of this Course	n/a
Date Specification Last Updated	March 2021



## Course Aims and Learning Outcomes

The main educational aims of the course are to:

- Prepare students for a career in sports journalism, broadcasting, publishing and media.
- Provide students with a detailed knowledge of the external context in which multimedia sports journalism takes place.
- Develop students' knowledge and understanding of legal, ethical and governance frameworks applicable to media and journalistic practice.
- Provide students with knowledge and understanding of core multimedia journalism concepts.
- Utilise distinctive delivery locations and professional relationships to provide students with unrivalled opportunities to engage with industry throughout the course.

What students will learn:

Knowledge:

- Critically appraise the structure and operation of the multimedia sports journalism industry.
- Analyse the external environment in which multimedia sports journalism takes place.
- Evaluate legal, ethical and governance frameworks applicable to media and journalistic practice in a sports context.
- Evaluate core media and journalism terms, concepts and tools.
- Appraise key techniques for gathering, developing and presenting media content in a sports context.
- Evaluate the application of a range of media platforms in a sports context.
- Critically analyse techniques and processes of broadcast course production.
- Critically analyse techniques and processes of digital journalism.
- Evaluate the attributes of a range of traditional and contemporary media platforms.

Thinking skills:



- Analyse the structure and operation of the multimedia sports journalism industry.
- Evaluate the impact of legal, ethical and governance frameworks on media and journalistic practice.
- Synthesise key sources of media and journalistic content in the sports industry.
- Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and frame appropriate questions to achieve a solution, or identify a range of solutions to a problem.
- Demonstrate independent research, making use of scholarly reviews and primary sources.

Subject-based practical skills:

- Demonstrate competence in the application of digital, audio and visual recording techniques, equipment and software.
- Create coherent narratives from original content using contemporary broadcast and digital practices.
- Demonstrate competence in writing and editing content for a range of media platforms and audiences.

Skills for life and work (general skills):

- Engage in critical thinking, analysis, synthesis and decision-making.
- Communicate information clearly and coherently in a range of forms relevant to intended audiences.
- Work harmoniously and productively with others to achieve shared outcomes.
- Manage time effectively in order to meet deadlines and achieve performance targets.
- Identify, access, evaluate and apply electronic resources to address problems and questions.
- Collect, analyse, interpret and apply numerical data using relevant software packages and presentation methods.

## Learning and Teaching



Knowledge is developed through:

- Guided reading.
- Knowledge-based activities with feedback.
- Online discussions and activities.

Thinking skills are developed through:

- Reflective activities with feedback.
- Online discussions and activities.

Practical skills are developed through:

- Practical activities, using equipment, with feedback.
- Organised news days, with feedback.
- IT activities, with feedback.
- Research skills-based activities with feedback.

Skills for life and work (general skills) are developed through:

- The demands of the study medium (e.g. distance learning).
- Planning activities with feedback.
- Project work.
- Internships where students apply classroom skills in a working environment.

Students participate in an induction course which includes introductions to key academic and support staff, the structure and delivery of the course, training in the use of the Virtual Learning Environment (VLE), introductions to learning resources and skills support, and a range of familiarisation activities. Induction also enables students to meet the other members of their course and to learn about extra-curricular opportunities.

This course is delivered in a professional environments reflective of that in which students aspire to work. Being located in such venues gives students regular opportunities to apply their learning and to observe the relevance of the course to professional practice.

A diverse range of learning and teaching approaches are used as appropriate to each module. Across the course students benefit from regular contact through lectures, seminars, workshops, tutorials and practical sessions.

Proactive use of the VLE and mobile technologies engages students with the broader knowledge base upon which the course is built. Integration of theory and practice is consistently emphasised to support authentic learning, wherever possible utilizing problem-based approaches, live case studies, production tasks, and broadcast studio scenarios.

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. Each course has a named Course Leader who serves as a key point of



contact for students. A course VLE site supports the development of a cohort identity, and enables the sharing of resources relating to the course context and employability. Course events offer further support for employability.

## Assessment

A range of assessment types are used across the course, as appropriate to each module. Assessment is predominantly continuous, employing items such as academic essays, reports, case study analyses, presentations, client challenges, portfolios, reflective writing as well as practically-oriented items such as digital journalism, radio and television broadcast projects.

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. Students also participate in group assessments to develop their professional skills.

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the 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:

<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	N
4	UN4003	Introduction to Sports Journalism	20	Core	N
4	UN4006	Social and Digital Sports Journalism	20	Core	N
4	UN4002	Sport, Media and Society	20	Core	N
4	UN4005	Principles of Sports Journalism	20	Core	N
4	UN4000	Introduction to Broadcasting	20	Core	N
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	N
5	UN5001	Applied Digital Journalism	20	Core	N



5	UN5003	Media Law and Ethics	20	Core	N
5	UD5013	Research Methods	20	Core	N
5	UN5002	Practising Sports Journalism	20	Core	N
5	UN5004	TV Studio Production	20	Core	N
6	UD6014	Professional Project	40	Core	N
6	UN6000	Advanced Journalism Skills	20	Core	N
6	UN6003	Sports Public Relations and Communications	20	Core	N
6	UD6012	Industry Engagement (Mental Wealth)	20	Core	N
6	UN6005	Digital Futures	20	Core	N

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 three 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 web site ([www.ucfb.ac.uk](http://www.ucfb.ac.uk))
- The course handbook
- Course Leader
- Module Leader

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

## Alternative Locations of Delivery





**University of  
East London**

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