

# Welcome to Birmingham City University

Birmingham City University is a large, modern university with around 23,000 students studying across eight sites, all within easy reach of the city centre. The University boasts a fantastic range of courses that have been designed with your career aspirations in mind.



## PGCert/PGDip/MA Creative Industries and Cultural Policy

### The aims of the programme are to:

- provide an appropriate range and depth of theoretical and professional knowledge to enable students to understand the key issues and challenges within the creative industries and cultural policy;
- create challenging simulations of professional practice in which students can engage with the creative industries and with cultural policy at the forefront of the field;
- ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice, and their own scholarly work;
- encourage students to become reflexive practitioners in the creative industries and in the sphere of cultural policy with a commitment to continuing professional development.

### Programme structure and requirements, levels, modules, credits and awards

Creative Industries and Cultural Policy	Social Media as Culture	Researching the Creative Industries	Research Methods	MA by Dissertation
(30 credits)	(30 credits)	(30 credits)	(30 credits)	(60 credits)

Awards: Master of Arts awarded after the completion of the full 180 credits.

Modes of study: Full-time: one year

Requirements for admissions:

- Standard entry requirements require a upper second class bachelors degree in Social Sciences, Media & Communications, Politics or Humanities. Those in related sectors (councils, arts organisations, NGOs etc) will be considered.
- We welcome non-traditional applications, particularly from applicants with substantial professional or production experience. We therefore accredit prior experiential learning.
- It may be possible to credit modules on the programme where applicants provide evidence of prior learning, or prior experiential learning. Evaluation of prior learning is undertaken under the university procedures for APL and APEL.

## PGCert/PGDip/MA Freelance Journalism and Enterprise

### The aims of the programme are to:

- provide an appropriate range and depth of theoretical and professional knowledge to enable students to understand the key issues and challenges within freelance journalism;
- create challenging simulations of professional practice in which students can work as a freelance journalist at the forefront of the industry;
- ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice, and their own scholarly work;
- encourage students to become reflexive practitioners in freelance journalism with a commitment to continuing professional development.

### Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

New Journalism in Context	Enterprise	Online Journalism	Production Lab	MA by Practice
(30 credits)	(30 credits)	(30 credits)	(30 credits)	(60 credits)

Awards: Master of Arts awarded after the completion of the full 180 credits

Modes of study: Full-time: one year

Requirements for admissions:

- BA Media / Mass Communication degree with experience in journalism and online writing - professionals or those with programming skills seeking to gain entry to journalism field will also be considered.
- It may be possible to credit modules on the programme where applicants provide evidence of prior learning, or prior experiential learning. Evaluation of prior learning is undertaken under the university procedures for APL and APEL.

## PGCert/PGDip/MA Freelance Photography

### The aims of the programme are to:

- provide an appropriate range and depth of theoretical and professional knowledge to enable students to understand the key issues and challenges within freelance photography;
- create challenging simulations of professional practice in which students can work as a freelance photographer;
- ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice, and their own scholarly work;
- encourage students to become reflexive practitioners in freelance photography with a commitment to continuing professional development.

### Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Professional Photography Skills	Enterprise	Creative Freelance Strategies	Production Lab	MA by Practice
(30 credits)	(30 credits)	(30 credits)	(30 credits)	(60 credits)

Awards: Master of Arts awarded after the completion of the full 180 credits

Modes of study: Full-time: one year

Requirements for admissions:

Candidates must satisfy the general admissions requirements of the programme, which are as follows:

- BA Media/Mass Communication inclusive of Photography degree or a degree in any other related subject and/or professional work experience in photography
- It may be possible to credit modules on the programme where applicants provide evidence of prior learning, or prior experiential learning. Evaluation of prior learning is undertaken under the university procedures for APL and APEL.



# Media and Communications Programme structure



## PGCert/PGDip/MA Online Journalism



### The aims of the programme are to:

- provide an appropriate range and depth of theoretical and professional knowledge to enable students to understand the key issues and challenges within online journalism;
- create challenging simulations of professional practice in which students can work as online journalists;
- ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice, and their own scholarly work;
- encourage students to become reflexive online journalists with a commitment to continuing professional development.

### Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Online Journalism	Enterprise	Multimedia Newsgathering, Production and Distribution	Production Lab	MA by Practice
(30 credits)	(30 credits)	(30 credits)	(30 credits)	(60 credits)

Awards: Master of Arts awarded after the completion of the full 180 credits  
Modes of study: Full-time: one year

#### Requirements for admissions:

- BA Media / Mass Communication degree with experience in journalism and online writing - professionals or those with programming skills seeking to gain entry to journalism field will also be considered.
- It may be possible to credit modules on the programme where applicants provide evidence of prior learning, or prior experiential learning. Evaluation of prior learning is undertaken under the university procedures for APL and APEL.

## PGCert/PGDip/MA Social Media

### The aims of the programme are to:

- provide an appropriate range and depth of theoretical and professional knowledge to enable students to understand the key issues and challenges within social media;
- create challenging simulations of professional practice in which students can work in social media environments;
- ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice, and their own scholarly work;
- encourage students to become reflexive professionals working in social media environments with a commitment to continuing professional development.

### Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Social Media as Culture	Enterprise	Social Media as Practice	Production Lab	MA by Practice
(30 credits)	(30 credits)	(30 credits)	(30 credits)	(60 credits)

Awards: Master of Arts awarded after the completion of the full 180 credits  
Modes of study: Full-time: one year

#### Requirements for admissions:

- Standard entry requirements require an upper second-class bachelors degree or better in any discipline and ideally with experience in online social media.
- We welcome non-traditional applications, particularly from applicants with substantial professional or production experience. We therefore accredit prior experiential learning.
- It may be possible to credit modules on the programme where applicants provide evidence of prior learning, or prior experiential learning. Evaluation of prior learning is undertaken under the university procedures for APL and APEL.