



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 GIS Manchester Campus UCFB GIS Wembley
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	School of Arts & Creative Industries
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	November 2023



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.

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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



contact for students. A course



- 4 Equivalent in standard to the first year of a full-time undergraduate degree





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