REGENT'S
UNIVERSITY LONDON

MA Media and Digital Communications

Course specification
2024-25

Contents

1. Overview

Programme/award title(s)	MA Media & Digital Communications
Fees	Please see the tuition fees on the Regent's University London website (https://www.regents.ac.uk/admissions/tuition-fees)
Awarding institution	Regent's University London
Date of previous (re)validation	May 2022
Date of next revalidation	Summer 2027
FHEQ level of award	Level 7 Master's Degree (MA)
Credit points for the award	180
UCAS code	N/A
Programme start date	September
Underpinning QAA subject benchmark statements	QAA Subject Benchmark Statements for Communication, Media, Film and Cultural Studies (2016)
Other external and internal reference points used	QAA Master's Degree Characteristics (2014) QAA Framework for Higher Education Qualifications (FHEQ) QAA UK Quality Code for Higher Education HEFCE Employability statements
Professional, statutory or regulatory body recognition/accreditation	N/A
Dual accreditation by another HEI	N/A
Mode of study (FT / PT)	FT
Language of study	English
Minimum / Maximum duration of programme for each mode of study	1 year for full-time programme 3 years maximum for full-time programme
Date of production / revision of this programme specification	June 2024

2. Programme aims and objectives

Media and communications is a lively interdisciplinary field which covers a huge range of communicative and creative practices across the arts, sciences, humanities, business, and industries – all increasingly shaped by constant technological change. The MA in Media and Digital Communications bridges the vibrant and innovative landscape of 21st century with the rigour of media traditions established in the study of 20th century media. This hybrid approach is especially designed to help students thrive in and engage with our complex and connected world.

Very broadly, the primary aim of this MA is to provide students with a wide-ranging conceptual foundation for understanding the development and growth of media and communications as an academic field and as a cultural landscape. The overall objective of this MA is to equip students with capacities for understanding, negotiating and succeeding in a multi-sector field with global reach and subject to rapid change. Students will learn advanced problem-solving and problem-finding skills, be able to make sense of complexity, forecast change, and apply these skills to a wide range of fields and sectors within and related to media and communication.

The MA in Media and Digital Communications provides specialised study at an advanced level. It is both taught and independently led, prioritising research and problem-solving as real world skills. Modules are developed and taught by leading experts in industry and in academia. Students are expected to develop a wide range of capacities, through taught modules and through a final assessment module that they choose. The final module can be an original dissertation or project or a placement option for students to gain industry experience in an area related to their studies.

The primary educational aims and overall objective of the MA Media and Digital Communications degree are met with an emphasis on enabling students to:
- Bridge established traditions within media and communications to emerging 21st century and future-oriented skills.
- Practice and demonstrate critical and conceptual expertise in the issues and developments of media and digital communications.
- Evidence advanced understanding of the global world in relation to communications systems and how these intersect with culture, politics, industry and society.
- Develop a critical understanding of media and transmedia creation, consumption and related communicative strategies.
- Become experts in the theory and research informing today's understanding of media use, practices, industries and processes.
- Apply and critically evaluate theories developed within and about media and critically examine their impact on people and societies.
- Master established media research and analysis techniques across platforms and apply media research methods widely in preparation for academic, professional and creative contexts.
- Become advanced analytic thinkers, capable of strategic thinking and sophisticated problem-solving.

3. Relationship to other programmes and awards

The MA in Media and Digital Communications runs as an independent programme with no formal relations to other programmes at Regent's. There are elements of media in BAM in Events Management, Creative Leadership, Luxury Branding, and Digital Marketing and Analytics. There is also some media in RSFMP. However, none of these courses offer a focused media masters with this high level of industry specific theory and applied research. Because media and communications is an interdisciplinary subject, this MA makes links with other MA degrees across the university in order to offer related modules that will add to students' knowledge and enhance their career options in a rapidly changing media landscape.

Our degree builds upon existing expertise at Regent's and the interdisciplinary nature of Media and Digital Communications by offering students optional modules from other popular MA degrees offered at Regent's, such as Brands, Ads and Aspirations (Marketing Psychology); Fashion cultures: History, Theory, Creativity; New Ideas in Digital Media (Fashion); and Social Media Marketing and Analytics (Digital Marketing and Analytics).

4. Learning outcomes

A. Knowledge and understanding

A1. Demonstrate a systematic understanding of media and communications as a discipline including traditions and both established and emerging knowledge.

A2. Articulate a critical awareness of current problems and/or new insights, many of which are at, or informed by, the forefront of media and communications.

A3. Synthesize established techniques of enquiry and research to create and interpret knowledge in media and communications.

A4. Exhibit conceptual understanding of the field, enabling students to critically evaluate both advanced scholarship and current methodologies, as well as develop alternatives.

B. Skills

B1. Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.

B2. Continue to advance their knowledge and understanding, and to develop new skills to a high level.

B3. Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences.

B4. Use initiative and take responsibility to solve problems in creative and innovative ways

B5. Conduct independent learning, for self-direction, project development and continued professional development.

B6. In-depth understanding of media platforms and the capacity to use each for digital communication.

B7. Effective communication skills, with peers, colleagues and a wider audience, through a variety of media platforms.

B8. Ability to collaborate with others in different contexts, across groups and/or in teams.

5. Learning and teaching strategy/ assessment methods (non-regulatory)

In keeping with the fast paced and dynamic nature of media and communications, the teaching and learning strategy for this MA is based upon enabling core competencies and capacities required for success though and within a complex media landscape. Innovation and change are characteristic of a 21st century global world. As a result, this MA provides students with advanced knowledge based in disciplinary traditions along with capacities for understanding and engaging emerging innovations in the field. The lecturers, experts, practitioners and specialists leading taught modules, projects and dissertations prioritise the balance between established techniques with emerging methods and techniques within media and digital communications.

While the teaching and learning techniques used in and out of the classroom vary widely depending on module topic, all modules aim to establish problem-solving, collaboration skills, interpersonal competencies, relationship-building, critical reflection and analysis, and working with as well as application to real-world case studies.

Broadly, modules are informed by an emphasis on flexible pedagogy taught by a diverse range of academic, industry and practice-facing experts. Well-established techniques include classroom methods such as taught lectures, seminars, film screenings, field trips, tutorials, group-work, team-building, and workshops. These methods are useful in both knowledge and practice-oriented modules and provide an important foundation for personalised instruction, guidance and supervision. Emerging methods are often drawn from the field and involve a range of creative, digital, learner, and research-oriented methods, such as agile methodologies, design-thinking, data visualizations, collaboration across classrooms, and digital labs.

6. Programme Structure

Programme Structure - LEVEL 7	
Core modules	**Credits**
MDC701 Core Concepts in Media and Communications	20
MDC702 Media Research Design and Methods	20
MDC703 Social Media and Digital Culture	20
MDC704 Research Innovations and Digital Methods	20
MDC705 Dissertation or MDC706 Project or MDC707 Placement	60

Total core module credits:	**140**
Optional modules	
MDC708 Emerging Technologies	20
MDC709 Transmedia Storytelling*	20
MDC710 21st Century Media Law and Regulations*	20
MDC711 Global Media and Creative Economies*	20
MDC712 Mediating Sex, Gender and Identity*	10
MDC713 Love in a Digital Age *	10
MDC715 Immersive Media Practice*	10
MPS705 Brands, Ads and Aspirations	10
MGT720 Entrepreneurship and Innovation	10
MKT7A5 Social Media Marketing and Analytics	10
Total optional module credits students need to choose:	**40**
Total credits for Level 7:	**180**

* Please note that those modules marked with a star (*) are offered on a rotating basis depending upon student demand, and may not be available every year. Student preferences for option courses will be considered whenever possible.

Exit awards and learning outcomes achieved (if appropriate)
Postgraduate Certificate in Media and Digital Communications (on completion of 60 credits)
Postgraduate Diploma in Media and Digital Communications (on completion of 120 credits)
MA in Media and Digital Communications on full completion of the whole programme (on completion of 180 credits)

7. Distinctive features of the programme and other key information.

This MA is most distinctive in two ways. First, this MA bridges established traditions within media and communications to the disruptive, future-facing, and innovative research and techniques associated with digital communications. While most postgraduate degrees focus on one or the other, this MA provides an education in both 20th and 21st century media. Second, through this hybrid approach, this degree provides a broad-ranging and general foundation, specifically designed to develop students as future facing and world-ready global citizens. The MA in Media and Digital Communications provides students with broad-ranging competencies, in order to be better prepared for the 21st century as professionals, as people and as citizens.

Student inspired and industry informed
This MA was inspired by students, and developed in close consultation with leading industry professionals and academic experts. As a result, there is a strong emphasis on student choice, as well as a hybrid approach, bridging recent innovations with the rigor of

established traditions. Upon completion of this degree, you will have an understanding of media and digital communications as a series of complex industries, as a discipline, and as an important part of everyday life. In addition, you will be equipped with analytical, research oriented and creative skills required for success in the digital age.

Market driven and future facing

The MA in Media and Digital Communications degree has been designed to meet market demand and the needs of tomorrow's graduates facing rapid technological change and a continually evolving professional landscape. Its setting in London, one of the most progressive and influential technological centres in the world, will serve as a living resource and laboratory for students on the MA. We will use it often and draw knowledge from its ground-breaking institutions and world-renowned experts.

Grounded in theory and practice

In order to prepare students for professional worlds marked by radical change, this MA offers four core taught modules, more than the average MA in media and communications, in order to provide students with the in-depth knowledge and strategic problem-solving required by the digital era. The core concepts in media and communications course provides in-depth knowledge of 20th century media and communications, as well as a historically informed perspective on the interdisciplinary nature of the field. There are two core methods courses focusing on either research design and research traditions or on research innovations and digital methods, both of which provide detailed training on strategic skills like conceptualization, design, problem-solving, impact thinking, and applied methods. The fourth taught course on social and digital media connects the best 20th century concepts with 21st century issues and analytic techniques in order to provide a media education well-grounded in knowledge, foresight, and innovation for a digital era.

A number of final assessment options to select from

There are three options for the independent final core modules, either a 10,000 word dissertation, or an equivalent project, or a placement in a student-selected organization or industry along with a written project. Each of these require students to consolidate and apply their learning to their own projects. Regardless of which option students choose, students must also engage with a minimum of three employability sessions including: developing a personal development plan following graduation which may include linking with industry; preparing a professional on and offline presence; and completing a deep reflection of their educational experience and its next stage application.

London as a rich classroom

The wide range of optional modules have been chosen to represent the breadth of issues and topics relevant to media and digital communications, and to optimise student choice. Each option module has been chosen to offer a range of cutting-edge insights into specific aspects of media communications, which reflect the teaching and research expertise of our academics. The modules also aim to appeal to students by using London as a classroom, connecting students to a media capital and global hub for digital innovation. Guest speakers,

practitioners, specialists and other experts in the field, both in theory or practice, will speak to and work with students to enhance learning.

8. Support for students and their learning.

The MA is tailored specifically for students to be supported during their time at Regent's. First, each student will be assigned a personal tutor who will be available to advise on academic and personal issues, and make sure that they have access to further resources offered at Regent's and at their disposal. Secondly, employability and personal growth sessions are embedded in their final modules to ensure that work undertaken has transferrable relevance between the skills learned in the programme to the next stages of the student's life, whether career or academically based.

The student will also be invited to join in employment fairs, workshops and other activities sponsored by the Careers department, which will enhance the visits and speakers arranged within the degree to augment their studies.

9. Opportunities for personal development planning for students within the programme.

As part of the course, all students doing either the dissertation, project or placement will attend three employability sessions, consisting of:

- Creation of a personal development plan for after graduation to include career goals and links

- Preparation of a professional online and offline presence

- A reflective assessment of their educational experience and how it can be applied to the next stage of life and career.

For students on the placement option, which is one alternative to the dissertation or project, the careers and placement advisors will hold one-to-one consultations and workshops to ensure that students are equipped with the skills needed to make effective applications and perform well at interviews. These sessions include: CV and cover letters, tackling competency questions (e.g. STAR stories), interviewing, networking, and using LinkedIn. There will also be specific sector workshops, designed in part to get students thinking about their long-term goals in relation to the placement.

An academic tutor will keep in contact with the student and make sure module aims are being achieved and to provide support during their placement. The student will keep a reflective journal, which will also assist in informing the tutor of the progress of the placement and allow for intervention if necessary.

![Regent's University London logo]

10. Admission criteria

Details of the current entry requirements can be found in the University's Admissions Policy on our website: https://www.regents.ac.uk/policies

For more information, see the How to Apply tab under each course on the website.

11. Assessment and Progression regulations

The core modules are not eligible for condonement. Core modules include the following:
- MDC701 Core Concepts in Media and Communications
- MDC703 Social Media and Digital Culture
- MDC702 Media Research Design and Methods
- MDC704 Research Innovations and Digital Methods

And one of the following:
- MDC705 Dissertation
- MDC706 Project
- MDC707 Placement

All other modules are eligible for condonement under the current regulations of the University. For further information on condonement regulations, please refer to the University's Academic Regulations.

All modules are eligible for the late submission rules under the current university regulations. For further information on late submission regulations, please refer to the University's Academic Regulations.

Feedback on student work will normally be provided within two weeks and no longer than four weeks after the original submission deadline.

For further information please see sections the University's Academic Regulations.

Research Ethics
Research undertaken as part of your studies (teaching assignments and individual projects) that uses experiments, investigations and procedures involving human or other living participants, or data relating to such living entities must be approved by Regent's Research Ethics Review Panels. Seeking ethical approval and submitting the application is the responsibility of the staff member involved in designing the assessment and by the student for individual projects, such as those involved in the final year capstone module, and endorse by the student's supervisor. No studies can be undertaken prior to obtaining ethical approval and failure by the student to follow the process would be subject to disciplinary action.

The research ethics approval procedure and the research ethics application form may be found under the Research webpages on the University intranet.

External Examiners

The membership of the Subject Board includes external examiners.

External Examiners are appointed to programmes to ensure that the University's standards and quality processes are appropriate and of a standard comparable to those of other higher education institutions in the UK. External Examiners do not alter individual student's marks or classification decisions.

Academic Misconduct
For more information please see the University's Academic Regulations.

Submission of coursework
All coursework deadlines are communicated by Module Leader's at the start of each term, and will also be included in programme handbooks and module guides. You must submit all coursework before the specified deadline otherwise it will be marked as late.

You are usually required to submit coursework via online platforms such as Blackboard or Turnitin. You must ensure that they allow sufficient time to submit your coursework online, taking into account that documents may take more time to upload, depending on their size. Any system wide technical issues relating to Blackboard or Turnitin will be communicated to all students via the Regent's University London intranet pages.

You should also refer to your programme handbook and module guide for more information on individual coursework submission requirements.

12. Award criteria

A participant will be awarded a Master's degree in Media and Digital Communications after having successfully completed 180 credits at level 7 in the programme (and having achieved at least 50% in each module defined in the schedule of assessment), of which 60 have been obtained through the successful submission of the dissertation module.

For more information on award criteria, including condonement, exit award and classification regulations, you should refer to the Academic Regulations.

13. Methods for evaluating and improving the quality and standards of teaching and learning

Regent's University London has a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations; programme modifications; programme monitoring; student feedback systems; and external examining.

Programme (re)validations

The University has a formal process to approve a new programme or reapprove an existing programme of study.

Programme modifications
All changes to programmes or modules are subject to approval of the Programme Planning Panel.

Programme monitoring
In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an Annual Monitoring Report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at Faculty and Institutional level, and are published on the University intranet under the Quality webpage.

Student feedback systems
Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. You are invited to provide feedback on your experiences at module and institutional level. At module level, you will be required to complete and submit a module evaluation questionnaire. Your feedback is then reviewed by your Module Leader, Head of Programme and Head of School. Formal and informal feedback is also discussed with student representatives and academic staff at Programme Committees. At an institutional level, student representatives are elected to represent their programme or subject area at Programme Committees and Senate level committees.

External examiner
External examiners are subject specialists from other universities who normally visit Regent's University London twice a year to review student work and to ensure that we are assessing at equivalent standards to those of similar programmes in other UK universities. The external examiner's report and the formal response are discussed with student representatives and academic staff at Programme Committees. This is in line with the UK-wide system to enhance the quality and assure the standards of degrees awarded by UK universities.

Professional associations and networks
In addition to formal measures, staff are closely associated with a number of professional associations and academic networks (e.g. Association of Internet Researchers; Social Media and Society; Media, Communications and Cultural Studies Association; European Communications and Education Association). These connections to the broader academic and research communities ensure that content, strategy, and direction of the MA is in line with the field as a whole.

14. Curriculum map

This table indicates which study units assume responsibility for delivering and assessing particular learning outcomes.

Level 7	Module	Learning outcomes											
		A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
Core	MDC701 Core Concepts in Media and Communications	✓	✓	✓			✓					✓	
	MDC703 Social Media and Digital Culture	✓	✓					✓			✓	✓	✓
	MDC702 Media Research Design and Methods		✓	✓	✓	✓		✓		✓		✓	✓
	MDC704 Research Innovations and Digital Methods		✓		✓		✓	✓	✓	✓	✓		✓
Core: Only 1	MDC707 Placement		✓	✓	✓	✓			✓	✓		✓	
	MDC705 Dissertation		✓	✓	✓	✓			✓	✓		✓	
	MDC706 Project		✓	✓	✓	✓			✓	✓		✓	
Electives	MDC708 Emerging Technologies		✓	✓			✓	✓			✓		✓
	MDC709 Transmedia Storytelling**	✓	✓		✓	✓	✓				✓	✓	✓
	MDC710 21st Century Media Law and Regulations**	✓	✓					✓				✓	
	MDC711 Global Media and Creative Economies**	✓			✓			✓				✓	
	MDC715 Immersive Media Practice**		✓						✓			✓	
	MDC712 Mediating Sex, Gender and Identity**		✓						✓			✓	
	MDC713 Love in a Digital Age**		✓						✓			✓	
	MPS705 Brands, Ads and Aspirations*	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	MGT720 Entrepreneurship and Innovation*					✓		✓				✓	
	MKT7A5 Social Media Marketing and Analytics*			✓			✓						

*The learning outcomes for these modules have been validated by their host programmes. Please see the following section for mapping of the learning outcomes for these modules, onto those learning outcomes specific to the MA in Media and Digital Communications.

** Please note that those modules marked with a star (*) are offered on a rotating basis depending upon student demand, and may not be available every year. Student preferences for option courses will be considered whenever possible.

15. Learning outcome mapping

Module: <u>MPS705 Brands, Ads and Aspirations</u>

MDC Programme Learning Outcome Code	MA Media and Digital Communications Programme Learning Outcome Descriptor	Brands, Ads and Aspirations: Module Learning Outcome Code	Brands, Ads and Aspirations Module Learning Outcome Descriptor
A3	Synthesize established techniques of enquiry and research to create and interpret knowledge in media and communications.	**A2**	Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
A2	Articulate a critical awareness of current problems and/or new insights, many of which are at, or informed by, the forefront of media and communications.	**A4**	An ability to collect and analyse data and information, to evaluate their relevance and validity, and to synthesize a range of information in the context of new situations.
B3	Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences.	**B1**	Analyse complex marketing and psychological issues systematically and creatively and communicate their conclusions clearly to specialist and non-specialist audiences.
B1	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.	**B2**	Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.

Module: MGT720 Entrepreneurship and Innovation

MDC Programme Learning Outcome Code	MA Media and Digital Communications Programme Learning Outcome Descriptor	Entrepreneurship and Innovation: Module Learning Outcome Code	Entrepreneurship and innovation Module Learning Outcome Descriptor
A3	Synthesize established techniques of enquiry and research to create and interpret knowledge in media and communications.	**B1**	Undertake analysis of complex, incomplete or contradictory evidence/data and to judge the appropriateness of the enquiry methodologies used applying this to business planning. Recognise and argue for alternative approaches both within the planning process and final agreed plan. Gather relevant information from both primary and secondary research, identify and critically analyse information sources.
B3	Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences.		
B1	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.	**C1**	(Within the entrepreneurship management context,) autonomously implement and critically evaluate improvements to performance drawing on innovative or sector best practice (industry or functional).
B7	Effective communication skills, with peers, colleagues and a wider audience, through a variety of media platforms.	**D1**	Critically identify, evaluate and develop competencies and qualities to support effective interpersonal communication skills in a range of complex and specialised / generalised contexts during group and pair entrepreneurship exercises.

Module: MKT7A5 Social Media Marketing and Analytics

MDC Programme Learning Outcome Code	MA Media and Digital Communications Programme Learning Outcome Descriptor	Social Media Marketing and Analytics Learning Outcome Code	Social Media Marketing and Analytics Learning Outcome Descriptor

A3	Synthesize established techniques of enquiry and research to create and interpret knowledge in media and communications.	**A3**	Identify, evaluate and formulate culturally sensitive approaches to the digital consumer.
A2	Articulate a critical awareness of current problems and/or new insights, many of which are at, or informed by, the forefront of media and communications.	**B1**	Demonstrate a critical awareness of the uncertainties and current issues in digital marketing and analytics.
B2	Continue to advance their knowledge and understanding, and to develop new skills to a high level.	**C2**	Use a range of numerical, IT and media skills to manage information from a variety of sources.