Programme Specification

Course record information

Name and level of final award	- Master of Arts - Media, Campaigning and Social Change - Postgraduate Diploma - Media, Campaigning and Social Change - Postgraduate Certificate - Media, Campaigning and Social Change The award is Bologna FQ-EHEA second cycle degree or diploma compatible
Name and level of intermediate awards	- Postgraduate Diploma (Pg Dip) - Media, Campaigning and Social Change - Postgraduate Certificate (Pg Cert) - Media, Campaigning and Social Change
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow Secondary/Tertiary Locations: Maylebone
Language of delivery and assessment	English
QAA subject benchmarking group(s)	There are no Subject benchmark statements for Master's group: degrees in Media, Campaigning and Social Change. The course team have consulted the following: - Masters degrees in Business and Management Degree Benchmark Statements 2007 (QAA); Honours Communication, media, film and cultural studies Degree Benchmark Statements: 2008 (QAA 251 06/08) and- 'Securing and maintaining academic standards: benchmarking M level programmes' (2006)
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	- MA Media, Campaigning and Social Change FT, Full-time, September start - 1 year standard length - MA Media, Campaigning and Social Change PT, Part-time day/evening, September start - 2 years standard length - PG Diploma Media, Campaigning and Social Change FT, Full-time, September start - 1 year standard length - PG Diploma Media, Campaigning and Social Change PT, Part-time day/evening, September start - 2 years standard length - PG Certificate Media, Campaigning and Social Change FT, Full-time, September start - 1 year standard length - PG Certificate Media, Campaigning and Social Change PT, Part-time day/evening, September start - 2 years standard length

Valid for cohorts	From 2019/0

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: https://www.westminster.ac.uk/courses/postgraduate/how-to-apply.

Aims of the programme

The MA Media, Campaigning and Social Change offers a critical exploration of current developments and debates in campaign communications for social change. It provides you with the opportunity to develop at a postgraduate level:

- An advanced critical understanding of the role of media and communication in campaigning and social change, both in the UK and internationally.

- Knowledge and understanding of the impact of different broad historical, political, social and cultural contexts on campaigning groups' operations; and the ability to apply this knowledge in order to address social change issues and respond strategically to the challenges facing campaigning organisations.

- A deep and systematic understanding of the function of non-governmental organisations (NGOs) and civil society organisations, the models of social change they follow, the common values, ethical constraints and challenges that they share, and how all of these shape and are shaped by their use of media and communication.

- The ability to apply this understanding creatively and strategically to develop and implement social change campaigns.

- Practical skills and core competencies, including strategy, planning and media tactics, relating to the use of media and communication to effect social change.

- Lifelong learning skills such as critical thinking, research, reflection and self-direction.

And to

- Research and write your own thesis or professional strategy and critical reflection on an area of media, campaigning and social change.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses

- Opportunities for part-time work, placements and work-related learning activities are widely available to students

- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision

- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Graduates of the MA Media, Campaigning and Social Change are able to work in a wide range of sectors and professions. The degree will benefit those seeking a competitive edge in a careers market that values high-level skills in strategy, communication, campaign planning, research and critical thinking. The degree will be of particular interest to those who plan to work in the not-for-profit sector, particularly in a campaign or communications role, as well as those already working in this field who are seeking to develop their skills as part of their career progression. The MA Media, Campaigning and Social Change will also be of interest to students aiming for roles in social and digital media, politics, corporate social responsibility, or communications in other sectors. It also provides an excellent preparation for those planning to continue their studies to PhD level on a topic relating to media, campaigning and social change, an academic field that is showing considerable growth in recent years.

The MA Media, Campaigning and Social Change places emphasis both on the skills specific to campaign communications and on those transferable skills that have always been central to an education in the humanities or social

sciences: these are core skills in research and analysis, in critical thinking, and in communication; our graduates develop these to advanced levels, along with their knowledge and understanding of current developments and debates in campaign communications for social change. Graduates of this degree are informed, critical, adaptable, resourceful and creative. They are able to work both independently and collaboratively in roles that require advanced skills in finding, generating, analysing and communicating ideas and information, such as research, consultancy, administration and management.

Graduate destinations

Campaign communications for social change is a recognised and well-established career choice. The not-for-profit sector in the UK alone is growing with a £46 billion pound annual turnover, 166,000 charities employing nearly 900,000 staff, while one in four people in the UK regularly volunteers (NCVO Workforce Almanac 2018), and many international organisations in the sector employ large communications teams in offices around the world. Graduates of the Media, Campaigning and Social Change post graduate programme work in non-governmental organisations (NGOs) and charities including the Royal Society for Prevention of Cruelty to Animals, Tearfund, Campaign Against Living Miserably, Climate Bonds Initiative, Royal Society of the Arts, the Church Mission Society; in local and national government both in the UK and internationally, in the National Health Service, in trades unions, political associations and international institutions including the UN, as well as in the new 'hybrid' digital campaigning organisations such as Change.Org. Consultancies, public relations and advertising companies internationally also employ graduates of the course.

Course links with employers

The course team worked with a number of leading international and UK campaign communicators, industry bodies and campaigning organisations to develop this programme. Some of these are members of the course Campaigner Advisory Panel, which regularly reviews the course approach to ensure that graduates are suitably equipped for the workplace. The Panel currently includes representatives from Amnesty International, Friends of the Earth, Mencap, the National Council of Voluntary Organisations, SumOfUs and WaterAid among others. Some Campaigner Advisory Panel members may offer a limited number of (part-time) work placements to students, and full details of the criteria and how to apply to these work placements will be made available to all students at the start of the year.

Learning outcomes

The skills strategy for the MA Media, Campaigning and Social Change reflects the University's policy of "Educating for Professional Life" and is designed to provide a broad range of transferable skills that equip students to develop or enhance careers in the media and communication fields.

Knowledge and Understanding, and Cognitive Skills

The course core modules address these course learning outcomes as follows:

- Critical Issues in Campaigning (Learning outcomes KNU1, KNU2, KNU3, KNU4 and KNU5)
- Strategic Campaign Communication (Learning outcomes KNU1, KNU2, KNU3 and KNU5)
- Media, Activism and Politics (Learning outcomes KNU1, KNU2, KNU3 and KNU4)
- Dissertation or Professional Project (Learning outcome KNU6)

Specific skills

Effective campaigning for social change requires a diverse skillset. The constant evolution of media technologies and campaigning techniques makes this field very dynamic and fast-paced. Campaigning also depends on the political and social conditions, as well as the technical infrastructure and legal framework of the specific context in which it takes place. The course therefore does not place too much emphasis on acquiring a closed set of skills, but rather enables you to become independent campaigners who can keep up with change in your selected field. You will also be able to critically reflect on campaigning techniques and to apply them successfully in specific contexts. We will encourage you to approach campaigning creatively, to display initiative and to develop original ideas in a self-confident but at the same time reflective way. We emphasise the written, visual and oral communication skills that are crucial for campaigners. With a view to your professional development planning, the course is designed to give you a wide-ranging and critical knowledge of the industry you plan to enter.

The course core modules address these course learning outcomes as follows:

- Critical Issues in Campaigning (Learning outcomes SS1, SS2 and SS4)
- Strategic Campaign Communication (Learning outcomes SS2, SS3 and SS4)
- Media, Activism and Politics (Learning outcomes SS1 and SS2)

- Dissertation or Professional Project (Learning outcomes SS4 and SS5)

Students complete three core modules, three option modules and a 60-credit dissertation or professional project. Core modules provide students with a set of key skills for the theoretical and practical understanding of the role of the media in campaigning for social change, as outlined above. Option modules allow students to deepen their knowledge of specific areas, such as new technologies, development, globalization, diversity and multiculturalism or to develop a broader understanding of media policies, industries and audiences. They also help you to sharpen your practical skills in media and content production and reporting. The course leaders can advise on which modules best fit students' interests during the admissions and orientation process. Students have a choice of modules, and to help students choose, these are suggested in two pathways – one more practical and one more theoretical. The theory pathway includes three thematic areas: a) media industries and audiences, b) new technologies, and c) news, globalization, development and diversity. Students can combine modules from different pathways and thematic areas or focus on a single pathway and thematic area. (Please see case studies in the Course Structure section below for more information on this.)

Key transferable skills (performance, practice, personal and enabling skills)

Upon completion of the course students will have developed a number of general rather than discipline-specific skills that any practitioner must have if s/he is to be successful.

All core and option modules contribute in some way to the acquisition of these transferable skills.

Option Modules Learning Outcomes

7MEDP001W Digital Media Production (KNU1, KNU5 SS1, SS3, All KTS)
7PURL007W Media and Content Strategy (KNU5, SS1, SS3, All KTS)
7MEDS017W Journalism Practice and Inclusive Society (KNU1, KNU5 SS1, SS3, All KTS)
7MEDS006W Reporting Diversity: Sexuality, Age, Disability (KNU1, KNU5 SS1, SS3, All KTS)
7COMM002W Researching Media and Communication (KNU6, SS4, SS5, All KTS)
7COMM013W Theories of Communication (KNU1, KNU5 SS1, SS5, All KTS)
7COMM006W Media Audiences in the Digital Age (KNU1, KNU3, KNU5, SS1, SS2, SS5, All KTS)
7MEDS005W Political Economy of Communication (KNU1, SS1, SS5, All KTS)
7MEDS010W Social Media (KNU1, KNU3, KNU5, SS1, SS3, All KTS)
7MEDS004W Digital Media and Critical Theory (KNU1, KNU3, KNU5, SS1, SS3, All KTS)
7COMM012W Technology and Communications Policy (KNU1, KNU3, KNU5, SS1, SS2, All KTS)
7BDIN008W Data and Society 1 (KNU5, SS1, SS2, All KTS)
7MEST002W Global Media (KNU1, KNU5 SS1, SS2, SS5, All KTS)
7COMM003W Communications Policy and Development (KNU1, KNU2, KNU3, SS1, SS2, SS4, All KTS)
7JRNL016W Sociology of News (KNU1, KNU2, KNU6, SS1, SS2, All KTS)
7MEDS003W Approaches to Social and Cultural Diversity (KNU1, KNU2, KNU3, SS2, SS4, All KTS)

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 001 Have an advanced critical understanding of the role of media and communication in campaigning and social change, and of the impact of broader historical, political, social and cultural contexts on the way campaigning groups operate. KNU1 (KU)
- 002 Have a deep and systematic understanding of the key theories, research methods and tools that analyse and

inform the function of NGOs and civil society organisations. KNU2 (KU)

- 003 Develop critical responses to the models of social change that campaigning organisations follow, as well as the common values, ethical constraints and challenges that they share, and reflect on how these shape and are shaped by their use of media and communication. KNU3 (KU)

- 004 Demonstrate an in-depth knowledge of the evolution of the campaigning sector and its techniques within a broader historical perspective both in the UK and internationally. KNU4 (KU)

- 005 Allow for adaptation and change by identifying and anticipating trends in the practical skills relating to the use of media and communication to effect social change. KNU5 (KU)

- 006 Design and undertake substantial investigations into significant areas of theory and / or practice through either: a) independent research in the form of a dissertation that critically, systematically and theoretically develops an understanding and analysis of a topic relating to the role of media in campaigning and social change; or b) producing a professional product that addresses a workplace problem or opportunity and is informed by and contextualised within relevant theoretical issues and debates and is accompanied by a systematic theoretical reflection on this specific context of campaigning communications for social change. KNU6 (KU)

- 007 Group working: Students will be able to (a) work effectively within a group both as group leaders and/or group members; (b) clarify tasks and make appropriate use of group members abilities; (c) negotiate and handle conflict with confidence; and (d) participate effectively in the peer review process. KTS1 (KTS)

- 008 Accessing learning resources: Students will be able to locate and use a full range of learning resources to carry out literature reviews and engage in research activity. KTS2 (KTS)

- 009 Self-evaluation and autonomy: Students will be able to reflect on their own and others' performance; participate effectively in the peer review process and analyse and identify ways to improve practice; know how to advance their knowledge and understanding, how to recognise their development needs and develop new skills to a high level. KTS3 (KTS)

- 010 Management of information: Students will be able to competently undertake research tasks with minimum guidance; sieve through information clutter to identify relevance, to organise and present information effectively using different media. KTS4 (KTS)

- 011 Critical thinking: Students will be independent and self-critical learners, who can critically assess ideas and concepts. KTS5 (KTS)

- 012 Presentation and communication: Students will engage confidently in academic and professional communication both orally and in writing with others, reporting on action clearly, autonomously and competently. KTS6 (KTS)

- 013 Problem solving: Students' abilities in independent learning and self-evaluation will equip them to regard problems as challenges and adopt the problem-solving approach required for professional life and continuing professional study, including making professional and ethical use of others where appropriate. KTS7 (KTS)

- 014 Interpret the role the media play in campaigning and social change and identify, reflect on and analyse in depth the key issues currently arising in these areas and their impact on campaigning organisations. SS1 (SS)

- 015 Research and interpret the context in which campaigning takes place, using a variety of approaches, judging the appropriateness of the methodologies used, and recognising alternative approaches; and assess the challenges and opportunities this context creates for campaigners. SS2 (SS)

- 016 Work proactively, both with others and independently, to formulate solutions to real world problems by: evaluating strategies for creative, innovative social change campaigns, developing a campaign strategy and working with a variety of media and digital tools to implement a campaign plan, including producing communications and fundraising materials. SS3 (SS)

- 017 Research and draw on both best practice and theoretical approaches to social change and demonstrate how they underpin action, and can improve performance. SS4 (SS)

- 018 Design and undertake a substantial independent piece of research in the field of media, campaigning and social change or generate a theoretically informed professional project. Whether it is a dissertation or a professional project, this final piece of work addresses significant areas of conceptual and/or empirical knowledge of the role of media in campaigning for social change and requires extensive use of a variety of information resources. Students will select and apply appropriate methodological approaches or campaigning techniques and critically evaluate their effectiveness. SS5 (SS)

How will you learn?

Learning methods

Teaching and learning on the course is appropriate to the needs of each module. The teaching and learning methods on the course include the following:

Lectures: These are designed to give you a general overview of the topic and are usually concise, topical and interactive. If you do not understand a point, or disagree with it, feel free to ask questions or argue your case.

Seminars: These are designed to encourage students to discuss a topic, based on the lecture and their reading. Sometimes individual students will be asked to introduce a specific topic in a seminar.

Workshops and Classes: These are designed so that students work in a group in class on a particular topic or practical skill, often using a real scenario, current example or live brief. They enable everyone in the group to work intensively, pool ideas and critique campaigns / solve problems / create communication materials together. Feeding back the wider group is usually a key part of the learning.

Guest speakers: Leading practitioners regularly speak on the course, sharing their expertise and insights into current practice and future developments in the field.

Visits and trips: Visits to leading NGOs' campaign teams allow students to observe the campaigning work environment and to engage with practitioners; trips to museums and galleries take advantage of our location in London to expose students to the history and techniques of social change.

Individual Reading: A detailed (interactive) list of recommended reading for each topic will be given out at the beginning of each module. This reading list represents a basis for exploration of the subject and students are expected to go beyond the reading list and seek out other material.

Internet Use: Modules will require students to undertake online research on particular topics including social media monitoring. The intention is that they should gain expertise in the use of online data and the integration of this material into presentations and essays.

Presentations: The intention of asking students to give individual presentations is to give them experience in presenting ideas and arguments concisely, to familiarise them with the preparation and use of visual aids, and to teach them how to interact with an audience. In some modules individual presentations will be formally assessed for clarity of argument, evidence of reading and presentational style. Even where the individual presentation is not formally assessed, students will normally be given feedback on their performance. Group presentations are designed to give experience of working on a particular topic as a member of a team, so that students learn how to divide up topics, work in groups to a schedule and co-ordinate presentation.

Independent Research: Student-led project work involving interviews and other external contact and research activity, leading to the assessed dissertation or professional project.

Social Media as Learning Tool: The Internet and social media are partly used as learning tools (e.g. wikis, blogs, microblogs, social networks, videos, infographics), which requires students to make active use of these technologies in order to present and critically reflect on theoretical questions. This also helps you to develop your practical experience of using such technologies for campaigning.

Assessment methods

There are no formal exams in this course. Your progress will be assessed by a variety of methods which we have carefully developed in order to equip you with the skills identified by employers as well as the transferable critical thinking and problem solving skills that you would expect to learn on any postgraduate course.

You will be provided with a full brief for each assessment in the relevant module handbook, and the brief will be discussed in class with an opportunity to ask questions. For the core modules, and most option modules, you will also be given the feedback sheet in advance, clearly showing the criteria against which your work will be assessed.

The assessment methods that we have developed are designed to showcase a range of skills and understanding, to give you a portfolio of materials which you can show to a potential employer, and, importantly, to allow all students to stretch themselves and to develop, regardless of their level of experience and understanding at the start.

These assessment methods include:

• Academic essays to develop research, critical thinking and argumentation skills;

• Strategic campaign plans based on live briefs to develop real world problem solving;

• Online conceptual projects, wikis and reflective blogs to apply academic approaches to current and past practice in the field;

• Practical projects such as research posters, media monitoring reports, news releases, ealerts, infographics, apps and videos;

• Class exercises including simulated workplace activities and a Dragon's Den;

• Debates and presentations to develop public speaking skills and confidence;

• And for Masters students, a 15,000-word dissertation or professional project that addresses a workplace opportunity or problem.

We moderate a course Facebook group on which alumni, current students and the course team share items of interest, from the discussion of controversial or topical campaigning issues to job opportunities and forthcoming events. You are encouraged to use the group to share relevant posts from campaigning organisations and commentators; to share your own ideas about existing campaigns or independent reading, and to link to your blog posts. While this is not formally assessed, the Facebook group builds a sense of community and enables students to contribute to the ideas and examples under discussion during the course, as well as networking with alumni.

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

PG Certificate Media, Campaigning and Social Change students take three core modules only (worth 60 credits in total)

MA Media, Campaigning and Social Change students or PG Diploma Media, Campaigning and Social Change students also choose three option modules (worth another 60 credits in total).

MA Media, Campaigning and Social Change students also complete a dissertation or professional project (worth another 60 credits).

PG Dip and MA students have a choice of option modules from two pathways – one with a more practical emphasis and one with a more theoretical emphasis. (Please note that all modules include both theory and practice.) The theoretical pathway includes three thematic areas: a) media industries and audiences, b) new technologies, and c) globalization, development and diversity. Students can combine modules from different pathways and thematic areas or focus on a single pathway and thematic area. If students are not sure which optional modules to choose or fit their interests best, they

are advised to discuss this question individually with the course leaders.

The course leaders recommend that students wishing to do a dissertation without prior experience attend the module "Researching Media and Communication", where research methods that are often needed for writing an MA dissertation are taught and practiced.

The MA Media, Campaigning and Social Change is taught in two different modes: full-time and part-time. The part-time route has been planned to take into account the number of part-time students on the programme who work full-time.

Places on some modules (e.g. Digital Media Production) will depend on demand.

Optional Modules – Practice Pathway
7MEDP001W Digital Media Production
7PURL007W Media and Content Strategy
7MEDS017W Journalism Practice and Inclusive Society
7MEDS006W Reporting Diversity: Sexuality, Age, Disability

Optional Modules – Theory Pathway
7COMM002W Researching Media and Communication

Media Industries and Audiences
7COMM013W Theories of Communication
7COMM006W Media Audiences in the Digital Age
7MEDS005W Political Economy of Communication

New technologies
7MEDS010W Social Media
7MEDS004W Digital Media and Critical Theory
7COMM012W Technology and Communications Policy
7BDIN008W Data and Society: Concepts and Applications
7BDIN009W Data and Society: Research and Methods

News, Globalization, Development and Diversity
7MEST002W Global Media
7COMM003W Communications Policy and Development
7JRNL016W Sociology of News
7MEDS003W Approaches to Social and Cultural Diversity
Or another level 7 module for which the student meets the prerequisites and gains the approval of the course leader(s). The selected module must fit with the student's timetable and the course's goals.

Module registration support: Case studies

During induction week, the course team will discuss with you which option modules will best support your professional development and learning goals.

These case studies show how you might choose your optional modules:

Dafina, from Eastern Europe, has a BA in Politics, and has studied optional communications modules. She has a year's experience of campaigning mostly as a volunteer and at community level. Dafina will take the 3 core modules to give her a solid grounding in the main practical and theoretical skills. She wants to develop her practical skills to improve her employability in the sector and so chooses to take Media and Content Strategy and Media Production Skills as her optional modules in semester 1. She has chosen the dissertation route, but has not done a dissertation before, and so takes Researching Media and Comms as her option in semester 2.

Rebecca, from the UK, has 10 years experience in the sector and a BA in Media and Communication. She has worked in communications and campaigns roles and is continuing to work part-time while she studies. She will take the 3 core modules to give her a solid grounding in the main practical and theoretical skills (though she may be able to skip the Strategic Campaign Communications module due to her work experience). She wants the chance to reflect on her career experience to this point, to explore the theoretical underpinnings of social change, and to reenergise her thinking. She chooses to take Theories of Communication and Political Economy of Communication in semester 1 (not least because both are on Tuesday, which minimises her time away from work). She takes Sociology of News as her semester 2 option. She has chosen the professional project route, developing a supporter engagement strategy around a topic for which she is responsible at work.

Tarik, from north Africa and currently based in the UK with an international NGO, has a BA in International Affairs. He has

worked in policy and campaigning for one year and wants to improve both his skills set and his theoretical understanding. He works full time. He has chosen to take the Post Graduate Certificate, and has negotiated day release from his employer. He takes the 3 core modules to give him a solid grounding in the main practical and theoretical skills. These are on Friday mornings and Tuesday evenings, so he misses only one day from work. He is considering taking 3 option modules in the following year, to convert to a Post Graduate Diploma.

Full-time students will complete the course in one year, part-time students usually in two years. For the award of MA, students will take the equivalent of six (20-credit) taught modules. In addition you will either:

a) Complete a 60-credit dissertation module based on a taught component and independent research leading to a dissertation which is submitted at the end of August of the first year (for full-time students) or at the end of August of the second year (for part-time students). The dissertation should involve primary research on a subject chosen by the student and which is relevant to the MA Media, Campaigning and Social Change and is approved by the supervisor. The completed dissertation will be approximately 15,000 words.

OR

b) Complete a 60-credit professional project, in which the student designs a 7,000 word social media, communications or stakeholder engagement strategy, communications audit, extended campaign strategy or other artefact in a manner that is informed by theory. This will be accompanied by an academic rationale of approximately 7,000 words, in which the student critically reflects on their strategy / artefact, and grounds it in relevant theory. The topic of the professional project will be chosen by the student and approved by the supervisor.

In semester one, full-time students take three taught modules of 20 credits each, including the compulsory module Critical Issues in Campaigning. In semester two, full-time students take three taught modules of 20 credits each, including the compulsory modules Media, Activism and Politics and Strategic Campaign Communications.

In semester one of the first year, part-time students take one or two taught modules of 20 credits each, including the compulsory module Critical Issues in Campaigning. In semester two of the first year, part-time students take two taught modules of 20 credits each that are both compulsory: Media, Activism and Politics and Strategic Campaign Communications. In the second year, part-time students take one or two optional modules worth 20 credits in each semester, and enrol in the Dissertation and Professional Project Research module throughout the year; or Researching Media and Communication in semester one.

Module Code	Module Title	Status	UK credit	ECTS
7MEDS013W	Critical Issues in Campaigning	Core	20	10
7MEDS016W	Dissertation or Professional Project	Core	60	30
7MEDS015W	Media, Activism and Politics	Core	20	10
7MEDS014W	Strategic Campaign Communications	Core	20	10
7MEDS003W	Approaches to Social and Cultural Diversity	Option	20	10
7COMM003W	Communications Policy and Development	Option	20	10
7BDIN008W	Data and Society: Concepts and Applications	Option	20	10
7BDIN009W	Data and Society: Research and Methods	Option	20	10
7MEDS004W	Digital Media and Critical Theory	Option	20	10
7MEDP001W	Digital Media Production	Option	20	10
7MEST002W	Global Media	Option	20	10
7MEDS017W	Journalism Practice and Inclusive Society	Option	20	10
7PURL007W	Media and Content Strategy	Option	20	10
7COMM006W	Media Audiences in the Digital Age	Option	20	10
7MEDS005W	Political Economy of Communication	Option	20	10
7MEDS006W	Reporting Diversity: Gender, Sexuality, Age, Disability	Option	20	10
7COMM002W	Researching Media and Communication	Option	20	10
7MEDS010W	Social Media	Option	20	10
7COMM012W	Technology and Communications Policy	Option	20	10

Module Code	Module Title	Status	UK credit	ECTS
7JRNL016W	The Sociology of News	Option	20	10
7COMM013W	Theories of Communication	Option	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

N/A

Course management

The MA Media, Campaigning and Social Change, is taught in the College of Design, Creative and Digital Industries. It is based in the Westminster School of Media and Communication. The management structure supporting the course is as follows:

The course leaders Michaela O'Brien (M.Obrien@westminster.ac.uk), and Dr Anastasia Kavada (A.Kavada@westminster.ac.uk) are responsible for day to day and general management of the course in all its delivery modes and for:

- Admissions
- Approving student study programmes
- Organisation of tutorial, supervisory support and pastoral care
- Co-ordination of marks for assessment boards
- General management of the course.

The course leaders can be contacted in their offices during consultation hours (Michaela O'Brien, Wednesdays 1 - 2 pm, or Anastasia Kavada, Tuesdays 2 - 3pm.) or by email: M.Obrien2@westminster.ac.uk or A.Kavada@westminster.ac.uk

Head of College: Professor Janet Jones, holds overall responsibility for the course and for the other courses run in the College.

Module leaders oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

The course team reviews and develops the course and sets the framework for the above procedures in which all members of the course team participate. The course team for Media, Campaigning and Social Change consists of the two course leaders mentioned above, as well as Dr Winston Mano, Dr Anthony McNicholas, Prof Graham Meikle, Dr Maria Michalis, Doug Specht, Dr Rosa Tsagarousianou and module leaders of the other modules included in the course.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one

appointments. Further information on the Academic Learning Development Centre can be found at
westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students1 can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at https://www.westminster.ac.uk/student-advice

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at https://www.westminster.ac.uk/students-union

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university. a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students.   Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©