

MODULE SPECIFICATION PROFORMA

Module Title:	Case Study / Project	Level:	6	Credit Value:	20
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Module code:	HUM676	Is this a new module?	No	Code of module being replaced:	
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Cost Centre(s):	GAJM	JACS3 code:	P300
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With effect from:	September 17
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School:	Creative Arts	Module Leader:	Sally Harrison
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Broadcasting, Journalism and Media Communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Journalism	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

Date of revision: April 17

Have any derogations received LTQC approval?

Version: 2

Yes No N/A

Module Aims

This final-year project-based module provides opportunities for students to develop an independent critical and analysis-based action research into a case study of one specialist media practice of their choice. The aim of this module at this level is to provide students with the opportunity to apply and develop, through independent research and investigation at advanced levels, the concepts, insights and perspectives of earlier modules.

This module will aim to produce:

- └ To deepen student's knowledge of a particular aspect of the communications industry
- └ To provide documented evidence of independent supervised research
- └ To compile a portfolio of supporting material for assessment

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Demonstrate a critical understanding of the professional expectations of clients and the place of research in media industries and academia.	KS2	KS3
		KS6	KS8
2	Communicate key ideas and concepts in the form of a written case study/dissertation at a level appropriate for a professional practitioner in the media and communications industries.	KS1	KS4
		KS8	KS9

Transferable skills and other attributes

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Derogations

None

Assessment:

Indicative assessment

Students will be required to select a case study and to make a detailed evaluation of its performance on the basis of their knowledge of communications skill and strategies. The material will form part of their final portfolio.

Assessment will be based upon the ability of students to apply and develop, through independent research and investigation at advanced levels, the concepts, insights and perspectives of earlier modules.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Project	100%		4,000 or equivalent

Learning and Teaching Strategies:

The module will be delivered using a combination of lectures, seminars, practical workshop sessions, project supervision, individual tutorials and guided learning to support the lecture, seminar and workshop content.

Students will research and identify a suitable case study from advertising, journalism or electronic media and develop a 4,000-word dissertation. The aim will be to assess the strengths and weaknesses of the student's own 'action research' into the chosen field - and to relate the conclusions to their individual practice. The essay will be produced on the basis of self-directed study and at the outset tutors will evaluate the proposals in terms of weight and quality. The progress of the portfolio will be monitored at regular intervals. At this time students will also select a final project to develop for their portfolio. It is expected that students will take ownership of their programme of study and portfolio development and develop a sense of community among themselves, engaging in dialogue with peers and liaising with industry and potential clients.

Syllabus outline:

The module is designed to help students to produce a sustained piece of supervised research into a particular case study. This could include analysis of the media landscape relating to a changing aspect of the creative industries (e.g. the international TV market), the commercial launch of a product, systematic analysis of a literature strategy for an advertising campaign, or detailed analysis of all aspects of an individual media artefact.

Students will be expected to conduct a literature review, a hypothesis, and then design an experiment or investigation that adds to or challenges existing knowledge around key communications issues. They will make an evaluation of their primary research results, combining them with published research and statistics.

Bibliography:

Essential reading

Blaxter, L., Hughes, Tight, M. (2010), *How to Research: Open Up Study Skills. 4th ed.*
Maidenhead: Open University Press.

Other indicative reading

Individual bibliographies will be negotiated with students according to their topic of research