COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Social Media
Intermediate Awards Available	Cert HE Media, Dip HE Media, BA Social Media
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	Arts & Creative Industries
UCAS Code	P335
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Communication, Media, Film, Cultural Studies (2019)
Additional Versions of this Course	BA(Hons) Social Media with Foundation Year BA(Hons) Social Media with Placement Year
Date Specification Last Updated	March 2022

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Actively engage with key aspects of critical, creative and professional practice connected to social media
- Acquire knowledge of key elements of social media, histories, and critical frameworks marketing, branded content, social media influencers, celebrity, trends, social media activism, digital communications
- Incorporate work and project-based learning
- Engage in guided individual and group projects and produce project - and practice - based outputs with real world applications

What you will learn:

Knowledge

1. Social media forms and genres, the ways in which different social groups may make use of cultural texts
2. Understandings, meanings and affects of the role of changing technology in media

Thinking skills

3. The development of social media and cultural forms in a local, regional, national, international and global context
4. An historically and theoretically-informed approach to social media and the relation to media, culture and commerce.

Subject-Based Practical skills

5. Practical and professional skills associated with media communications technologies communications – with a specific and continued focus on social media.
6. The interconnectedness of texts and contexts, and of the shifting configurations of communicative, cultural and aesthetic practices and systems

Skills for life and work (general skills)

7. Working in flexible, creative and independent ways, showing self-discipline awareness of relevant ethical considerations, self-direction and reflexivity
8. Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach

Learning and Teaching

Knowledge is developed through

- Lectures/workshops
- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities
- One-to-one tutorials

Thinking skills are developed through
- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through
- Technical activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through
- Multiple-platform projects
- Planning activities with feedback
- Project work

Assessment

Knowledge is assessed by
- Coursework
- Essays
- Case Studies
- Content design and execution
- Presentation
- Reflexive practice

Thinking skills are assessed by
- Coursework
- Project work

Practical skills are assessed by
- Practical reports
- Portfolio completion

Skills for life and work (general skills) are assessed by
- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

At level five students take the placement module MS5038 Employment & Enterprise. Working in collaboration with Career Zone the module supports students in developing employability skills, identifying career goals, and supporting placement or project experience and reflection.

Placement is a period of study undertaken which could be either in work or an educational context. A placement defined as work-based learning could be a block of work undertaken for a placement module or a year in industry on a sandwich programme. This could be a period of study organised by the University or that the student may have organised themselves but is approved by the University.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

	3	Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.

3   Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.

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

5   Equivalent in standard to the second year of a full-time undergraduate degree course.

6   Equivalent in standard to the third year of a full-time undergraduate degree course.

7   Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	MS4013	Production Lab 1	20	Core	N
4	MS4020	Media Cultures	20	Core	N
4	MS4012	Creative Content	20	Core	N
4	MS4011	Storytelling	20	Core	N
4	MS4023	Mental Wealth: Agency 1	20	Core	N
4	MS4026	Social Media and Branded Content Design	20	Core	N
5	MS5038	Employment and Enterprise	20	Core	N
5	MS5037	Production Lab 2	20	Core	N
5	MS5046	Advanced Storytelling	20	Core	N
5	MS5031	Mental Wealth: Agency 2	20	Core	N

5	MS5034	Celebrity & Influencer Marketing	20	Core	N
5	MS5020	Going Viral	20	Core	N
P	MS5018	Placement Year	120P	Option	N
6	MS6027	Professional Practice	20	Core	N
6	MS6019	Mental Wealth Freelancing at UEL Creatives	20	Core	N
6	MS6033	Final Project Development	20	Core	N
6	MS6032	Final Project Completion	20	Core	N
6	PA6052	Copywriting & Writing for Social Media	20	Core	N
6	MS6024	Content Design & Execution	20	Option	N
6	MS6039	Self-Branding in the Digital Age	20	Option	N
6	MS6040	Transmedia Digital Futures	20	Option	N
6	MS6041	Understanding Digital Cultures	20	Option	N

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

At level 4 and 5 all modules are core. In level 6, four modules are core, you will choose two option modules to complete your degree.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

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The expected duration of this course is 3 years full-time or 4.5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- 	The UEL web site (www.uel.ac.uk)
- 	The course handbook
- 	Module study guides
- 	UEL Manual of General Regulations (available on the UEL website)
- 	UEL Quality Manual (available on the UEL website)
- 	School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Students may attend field trips to relevant industry and creative events. Costs are self funded.

Alternative Locations of Delivery

None