

## Course Information Form (CIF)

The CIF provides core information to students, staff teams and others on a particular course of study.

<b>Section 1 - General Course Information</b>	
<b>Course Title</b>	Sports Journalism
<b>Qualification</b>	BA (Hons)
<b>Intermediate Qualification(s)</b>	Certificate of Higher Education; Diploma of Higher Education
<b>Awarding Institution</b>	University of Bedfordshire
<b>Location of Delivery</b>	AA University Square Campus,
<b>Mode(s) of Study and Duration</b>	Three years full time
<b>FHEQ Level</b>	4,5,6
<b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b>	Non applicable
<b>PSRB Renewal Date</b>	Non applicable
<b>University of Bedfordshire Employability accreditation</b>	
<b>Route Code (SITS)</b>	BASPO-S
<b>Subject Community</b>	Media
<b>UCAS Course Code</b>	P590
<b>Relevant External Benchmarking</b>	QAA Communication, media, film and cultural studies 2008 QAA The Framework for Higher Education Qualifications in England Wales and Northern Ireland (2008) level descriptors 4,5,6.

## Section 2 - Published Information

### Course Structure

The Units which make up the course are:

Unit Code	Level	Credits	Unit Name	Core or option
MED011-1	4	30	Reporting and Writing	C
MED019-1	4	30	Sport in Society	C
MED029-1	4	30	Introduction to Multimedia Journalism	C
MED002-1	4	30	Introduction to the Journalism Industry	C
MED020-2	5	30	Print Production & Design	C
MED018-2	5	30	Practical Sports Journalism	C
MED023-2	5	30	Journalism Law and Public Administration	C
MED012-2	5	30	Specialist and Feature Writing	O
MED021-2	5	30	Radio	O
MED034-2	5	30	New Media Production	O
MED020-3	6	30	Ethics and Journalism	O
MED018-3	6	30	Sport, Media and Culture	C
MED012-3	6	30	Magazine and Online Publishing	O
MED013-3	6	30	Radio 24/7	O
MED021-3	6	30	Future Media	O
MED011-3	6	30	Special Project for Journalism	C

### Why study this course

This course gives you the opportunity to develop the practical and critical skills needed by 21<sup>st</sup> Century sports journalists and to master not just traditional research and written skills but a range of digital and social media skills. Sport has become increasingly complex through its commercialisation and this course imparts knowledge of the wider political, social, historical and economic sporting environment that can be used to inform your journalism. In addition to sport, you will learn about the journalism industry and acquire both the core communication skills and ethical and legal knowledge that are relevant to all journalists.

### Course Summary – Educational Aims

This course aims to produce graduates who can work across the media but specifically in sports journalism. To achieve this, you will learn the core practical and critical skills behind journalism that you will apply to the specialism of sport. You will be encouraged to supplement your learning with practical real-life experience in the sports media that will help you to hone your journalism skills as well as further enhance your employability prospects by building up a portfolio of work and making contacts. Sports journalism has emerged as a graduate profession because critical as well as practical skills are needed as sport has become more complex in its political, economic, social and technological dimensions. Sports journalists need to be able to cover the off-field stories in areas such as sports law and governance as well as on-field sporting developments. This course will equip you with the knowledge and skills to be a successful sports journalist and give you the transferrable multimedia communication skills that are highly valued by graduate employers in other industries.

### Entry requirements

Standard entry requirements to include 280 UCAS points or equivalent.

### PSRB details

None

### Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Communicate clearly and to identify, prioritise and process information on multiple platforms in a legally safe manner and who have a keen understanding of sports journalism, the wider environment informing it and its theory and practice
- Work effectively within sports journalism teams applying collaborative skills.
- Be resourceful and enterprising with an ability to identify and pursue stories and to challenge, test

and critique evidence.

## Higher Education Achievement Report - Additional Information

### Learning and Teaching

There is a progression of development throughout the course that will culminate in graduate skills and abilities. You will be exposed to a range of learning environments including lectures, seminars, workshops and one-to-one tutorials. There will also be the potential for real-life journalism experience in the curriculum through news days.

The first year is an introduction to journalism and sport and you will learn the basic journalism and academic skills needed to progress to Level 5. You will discover how the journalism industry works through MED002-1 (Introduction to the Journalism Industry) and this knowledge will help to underpin your reporting and written skills (MED011-1). Sport in Society (MED019-1) introduces you to sports journalism as a specialism as well as its role and importance in society.

These skills and knowledge are added to in Year Two through practical journalism modules and you will also learn about the wider legal and regulatory environment that all journalists must adhere to. Your ethical development continues in Year Three and you also explore production journalism in greater detail across print and online. Special Project gives you the opportunity to pursue a practical journalism project including a collection of sports journalism articles. There is an expectation here on more independent and autonomous activity as you take greater control over the direction of your learning.

You will be expected to learn from your peers as well as lecturers and you will be involved in group projects which should be seen as a key part of your professional and personal development. You also have access to a virtual learning environment called BREO which involves communication from lecturers outside of classroom time and provides you with the opportunity to develop study blogs and community forums.

### Developing your employability

Sports media has seen a growth in PR and web opportunities that Sports Journalism graduates can explore. The journalism team works closely with employers within the industry and the Careers and Recruitment Service at the University of Bedfordshire. These links result in talks and practical professional experience events enabling every student to build contacts and network within their area of interest. All journalists have access to a group BREO site established and maintained by the Course Leader, which offers career advice, practical skills, opportunities for work experience and contacts.

In practical terms professional skills and values underpin this course and are an integral part of teaching and learning within all units. We assist every student to develop the ability to evaluate effectively and reflect on their own and work of others, and understand the demands and requirements of employers. Former graduates in relevant industries regularly return to outline their experiences, and discuss opportunities with current undergraduates. Links have also been established for alumni unable to visit in person to communicate via email and social networking sites with current students.

### Department (s)

Journalism and Communications

### Assessment

You will produce a broad range of work through this degree – in addition to work you produce for grading you will have the opportunity to get feedback from lecturers and your peers on a variety of “formative” tasks to help you prepare for the assignments and the world of work. Most assessments are practical, involving for example writing stories, producing magazines and managing websites, but there will also be essays and exams to let you demonstrate your grasp of key facts and legal knowledge to potential employers. All of your graded work will be given prompt written feedback and all lecturers also have office hours in which they can talk you through any difficulties you may have, point out ways for you to improve further and can give you advice on the writing you do for employers outside the classroom.

### After Graduation

Typical destinations of graduates after graduation include sports journalist, news journalist, web content manager, public relations officer, teacher and manager. An increasing number also go on to further study.

Postgraduate courses at the University of Bedfordshire currently include a wide range of Media and Journalism orientated Masters degree opportunities, such as the MA in International Journalism.

### **Student Support during the course**

At institutional level, the University already has in place a range of easily accessible support structures for new and existing students. The Student Information Desk (SID) is where students can attain face-to-face advice on many issues. They are then offered university-wide support, which include: Housing, Health, Counselling, Study Support, Special Needs/Disability Advice and a highly successful Careers Service.

Throughout your course, you will have 24-hour access to online support through both [www.beds.ac.uk](http://www.beds.ac.uk) and via the BREO VLE (Virtual Learning Environment). The Professional and Academic Development service offers both online access to a range of study skills information and interactive tools and study skills workshops open to all students.

First Year students will receive a comprehensive generic induction in the week prior to the commencement of term. As you progress, you will also have induction sessions, at the end and at the start of each subsequent year, to prepare you for each new step. In addition to this you will be guided at each level of your studies by individual unit leaders. Unit introductions will give you an outline of the structure of the unit, an introduction to the ways you will be encouraged to develop your knowledge and skills, and signpost resources and materials to assist the process of your learning and success.

All students are assigned a Personal Academic Tutor. This Personal Tutor will work with you – where possible - throughout your degree, monitoring your academic progression and forming a consistent point of contact for academic support and guidance. This support may extend to providing advice on careers and further academic study. In addition, our peer assisted learning scheme uses pairs of students in year 2 and 3 (PAL Leaders) to work with 1st years to de-mystify academic parlance and terminology, giving them insider knowledge on how to survive the first year, and provide pragmatic support and direct students to other sources of help.

Students may be required, at the discretion of the Course coordinator, to undergo diagnostic testing for academic English language abilities, and may further be required, at the Course coordinator's discretion, to participate in academic English support workshops or classes laid on by the University.

### **Students with disabilities**

The University of Bedfordshire is committed to ensuring that curricula across all courses are inclusive to all students. The Disability Advice Team is available to discuss any issues students may have and can provide services such as sign language interpreters, note takers, dyslexia screening/tuition and support with mobility on campus. They offer confidential advice and information about academic and personal issues, adjustments in examinations, applying for the Disabled Students' Allowances (DSA) and buying suitable equipment.

All students concerned that their studies may be affected by disability are encouraged to contact either their Portfolio leader, Course coordinator or Personal Tutor for advice at whatever point in their course the need to do so becomes apparent.

## Section 3 - Academic Information

This section will be used as part of the approval and review process and **peer academics** are the target audience.

### Course Learning Outcomes

Upon successful completion of this course, students should be able to:

1. Produce professional, publishable, accurate, ethically- and legally-sound, grammatically-correct sports and news copy from a variety of sources to given outlines and deadlines, understanding the differing demands on journalists of changing platforms, and audiences and how to react to those demands.
2. Collate, analyse and employ a variety of news, feature-gathering and production techniques, working across multiple platforms
3. Engage with and apply critical and analytical theories of journalism and sports media to the industry and to their own work
4. Have a thorough understanding of the organisation, powers, responsibilities and workings of UK civic governance and of the EU and a working knowledge of law, including court reporting, defamation, contempt and other areas essential to effective journalism.
5. Have an overview of the journalism industry, an in depth knowledge of the specificities of sports journalism, its regulation and place within society and within the global economy and to be able to effectively assess the way it has and is developing.
6. Demonstrate a professional and self-disciplined approach to your work both as an individual and in groups, which should be performed in accordance with professional and ethical standards and conventions.
7. Critically analyse the role of sport in society placing it in its cultural, economic and political context.

### Course-specific regulations

### Teaching, Learning and Assessment

The teaching and learning strategy within journalism is in line with the education strategy framework that encompasses best practice within teaching and learning.

Close integration of theory and practice, the progressive nature of learning, assessment, and feedback at the heart of the teaching and learning strategy of Journalism at the University of Bedfordshire. Units are delivered through a range of teaching and learning modes including: practical classes, seminars, workshops and tutorials. Second and third year students help first years with their study skills and other academic issues through weekly structured peer assisted learning sessions.

Self-directed learning is essential for students of Sports Journalism, particularly where individual application is the key to mastering techniques and skills such as use of specialist design software and web design packages. This is promoted by informed teaching, task setting in stages building to professional standard projects, online support and developing collaborative projects not just within year groups, but across year groups.

Assessment methods vary across the course, enabling students to develop strategies for a range of tasks, methods of evaluation and presentation giving them valuable employability experience. At all stages students receive focused feedback on their work within 15 working days. Individual tutors all offer the opportunity to discuss any feedback in more detail at each level of study. As student skills and subject knowledge develop over the duration of their course, it is expected that they will develop increasingly sophisticated responses to assessment and employ increasingly effective methods of peer and self-review.

### Additional Academic Information

**Peer-assisted learning (PAL)**

The first year unit whose scheduled learning hours include an hour a week for Peer Assisted Learning is MED 002-1 Introduction to the Journalism Industry.

**Initial Assessment**

The first year unit with a summative assessment in week 6 is MED 002-1 Introduction to the Journalism Industry.

**Improving students' learning**

MED 002-1 Introduction to the Journalism Industry includes sessions on note taking and using learning resources including online resources both within the university library and online more generally. Across second and third year units students are generally called upon to provide contextual studies alongside their practical work in which they are encouraged to reflect on their professional practice.

**Academic Integrity**

Referencing, correct use of sources and the formatting of bibliographies will be introduced in Introduction to the Journalism Industry, in the first year. This is an essential element of ethical and professional academic practice which will be useful to you throughout the three years of your degree, and beyond.

**HEAR implementation****Internationalisation**

Students will gain an understanding of the global dimension of the sports industry across the course

**Sustainability**

Students are encouraged to adhere to professional journalism codes of conduct at all times. For print journalism, this is the Press Complaints Commission Editors' Code of Practice

<http://www.pcc.org.uk/cop/practice.html>

For broadcast journalism (TV and radio), this is the Ofcom Broadcasting Code:

<http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/broadcast-code/>

### Section 3 - Administrative Information

This section will be used as part of the approval and review process and peer academics are the target audience.

<b>Faculty</b>	<b>Creative Arts, Technologies and Science</b>
<b>Portfolio</b>	<b>Journalism and Communications Undergraduate</b>
<b>Subject Community</b>	<b>Media</b>
<b>Department/School/Division</b>	<b>Department of Journalism and Communications</b>
<b>Course Coordinator</b>	<b>Tim Collings</b>
<b>Version Number</b>	1/14
<b>Approved by (cf Quality Handbook ch.2)</b>	<b>Periodic Review</b>
<b>Date of approval (dd/mm/yyyy)</b>	<b>24/04/2014</b>
<b>Implementation start-date of this version (plus any identified end-date)</b>	<b>Oct 2014</b>

Form completed by:

Name:.....Simon McEnnis..... Date: .....14/3/14.....

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: ..... Date: .....

Course Updates		
Date (dd/mm/yyyy)	Nature of Update	FTQSC Minute Ref: