

## MODULE SPECIFICATION FORM

Module Title: <b>Case Study/project</b>	Level: 6	Credit Value: 20
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Module code: HUM676	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 1&2	With effect from: September 2014
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2014
	Date revised: -
	Version no: 1

Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Creative Industries	Module Leader: Sally Harrison
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Module duration (total hours): 200	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 48	
Independent study hours: 152	
Placement hours: 0	

Programme(s) in which to be offered:  BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels):
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### **Module Aims:**

This final-year project-based module provides opportunities for students to (a) 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**

#### **Knowledge and Understanding**

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

1. Demonstrate a critical understanding of the professional expectations of clients and the place of research in media industries and academia. (KS2, KS3, KS6)
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)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

## Assessment

### Indicative assessment

Assessment 1 - Students will be required to (a) 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	Learning outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count
I	All	Project	100%		4,000 words or the 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*. 4<sup>th</sup> ed. Maidenhead: Open University Press.

### **Other indicative reading:**

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