

## Programme Specification (Undergraduate)

FOR ENTRY YEAR: 2025/26

Date created: 06.03.24 Last amended: 10/01/2025

Version no. Choose an item. Date approved by

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### 1. Programme title(s) and code(s):

BA (Hons) Journalism and Marketing

BA (Hons) Journalism and Marketing with a Year Abroad^

BA (Hons) Journalism and Marketing with a Year in Industry^

Cert HE Journalism and Marketing\*

Dip HE Journalism and Marketing\*

^ Students may only enter this programme by approved transfer at the end of Year 1

\* An award marked with an asterisk is only available as an exit award and is not available for students to register onto

#### a) [HECOS Code](#)

HECOS Code	%
100442	50
100075	50

#### b) UCAS Code (where required)

BA Journalism is P500

### 2. Awarding body or institution:

University of Leicester

#### 3. a) Mode of study

Full-time

#### b) Type of study

Campus-based

### 4. Registration periods:

#### Journalism and Marketing

The normal period of registration is 3 years

The maximum period of registration 5 years

#### Journalism and Marketing with a Year Abroad

The normal period of registration is 4 years

The maximum period of registration 6 years

#### Journalism and Marketing with a Year in Industry

The normal period of registration is 4 years

The maximum period of registration 6 years

## **5. Typical entry requirements**

BBB; GCSE English Grade 6; GCSE Maths Grade 6

## **6. Accreditation of Prior Learning**

NA

## **7. Programme aims**

The BA Journalism and Marketing programme aims to:

AIM 1: equip students with a demonstrable, critical understanding of the key concepts, theories and debates around Journalism

AIM 2: help students develop the key professional skills utilised by journalists

AIM 3: enable students to develop and demonstrate a range of transferable skills necessary for successful career development and a lifetime of effective independent learning

AIM 4: facilitate student enquiry and development of knowledge of the global context in which journalism operates.

AIM 5: Develop a critical understanding of modern marketing analysis, ideas and practices and their relevance to a variety of institutional and organisational contexts; to develop quantitative, communications and information technology skills, and the ability to apply these in organisational contexts

AIM 6: Increase a graduate's marketability by: encouraging intellectual development, critical ability, research skills, communication skills and confidence in problem recognition, formulation and solution; and by promoting awareness of the general business and financial environment and current marketing issues

In addition, for the 'with a Year abroad' variants

- The 'Year Abroad' variant of this programme is offered in accordance with the University's standard specification for the experiential year abroad variant.

In addition, for the 'with Industry' variants

- The 'Year in industry' variant of this programme is offered in accordance with the University's standard specification for year in industry programme variants.
- To provide experience of applications of professional and discipline-specific skills in Industry and to reinforce knowledge through its use in different environments.

## **8. Reference points used to inform the programme specification**

- QAA Benchmarking Statement (Communication, Film and Cultural Studies)
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [Education Strategy](#)
- [University Assessment Strategy](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

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### 9. Programme Outcomes

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

#### a) Knowledge and Critical Understanding

##### i) Competence in an appropriate body of knowledge

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice  Develop and demonstrate the acquisition of the professional skills and attributes needed to produce original journalistic material to a standard acceptable for publication	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning  Workshops, practicals, tutorials, independent study, group work, peer learning	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning  Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1000)  Portfolio (1000)
Students should be able to:  Demonstrate understanding of principles and concepts, and their limitations, of marketing	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations. Problem-based exercises and case study work.  Dissertation research.
Students should be able to:  Apply concepts and theories of journalism and marketing to clearly identified research problems.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations. Problem-based exercises and case study work.  Dissertation research.

ii) Breadth of knowledge

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice  Critically reflect on the place of digital and social media in the 21st century media ecosystem, and apply this knowledge to a professional standard in practice  Investigate and demonstrate the core concepts and skills involved in publication design	Workshops, practicals, tutorials, independent study, group work, peer learning  Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning  Workshops, practicals, tutorials, independent study, group work, peer learning	Workshops, practicals, tutorials, independent study, group work, peer learning  Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning  Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1003)  Portfolio, Essays (2006)  Portfolio (3001, 3002)
Students should be able to:  Engage in critical debates on contemporary marketing issues.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations. Problem-based exercises and case study work.  Dissertation research.

iii) Understanding of source materials

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, group presentation (1002)  Portfolio (2006)



future, work-related learning opportunity			
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ii) Critical engagement

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <p>Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice</p> <p>Demonstrate knowledge of:</p> <ul style="list-style-type: none"> <li>- theories and approaches to the study of journalism</li> <li>- the history and development of the news media</li> <li>- the development of journalism as an occupation</li> <li>- contemporary debates about the news industry and its future</li> </ul> <p>Critically evaluate different approaches to concepts around the ethics and regulation of journalism</p>	<p>Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning</p> <p>Lectures, seminars, tutorials, independent study, group work, peer learning</p> <p>Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.</p>	<p>Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning</p> <p>Lectures, seminars, tutorials, independent study, group work, peer learning</p> <p>Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.</p>	<p>Portfolio, essays (1000)</p> <p>Essays, portfolio, group presentation</p>
<p>Students should be able to:</p> <p>Apply understanding of concepts and techniques of marketing with independence, rigour, and reflexivity.</p>	<p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p>	<p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p>	<p>Essay assignments and examinations. Oral presentations.</p> <p>Dissertation research.</p>

Understand contextual influences on the generation and application of marketing concepts and techniques over time.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations.  Dissertation research.
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iii) Presentation of an argument

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Recognise, describe, produce and write a variety of news formats to professional standard	Workshops, practicals, tutorials, independent study, group work, peer learning	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000, 1003)
Develop and demonstrate the acquisition of the professional skills and attributes needed to produce original journalistic material to a standard acceptable for publication	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essay (1000, 1003, 1006)
Demonstrate knowledge of: - theories and approaches to the study of journalism  - the history and development of the news media  - the development of journalism as an occupation  - contemporary debates about the news industry and its future	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Lectures, seminars, tutorials, independent study, group work, peer learning	Lectures, seminars, tutorials, independent study, group work, peer learning	Portfolio (1002)

Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation	Tutorials, independent study, lectures	Tutorials, independent study, lectures	Dissertation (3000)
Students should be able to:  Use a variety of written and oral formats to present issues and arguments related to marketing.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations.  Dissertation research.
Students should be able to:  Organise and present material in a way that is appropriate to the medium being used.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations.  Dissertation research.
Students should be able to:  Distinguish between relevant and non-relevant material.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Essay assignments and examinations. Oral presentations.  Dissertation research.

iv) Independent research

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their final project	Lectures, tutorials, independent learning.	Lectures, tutorials, independent learning.	Dissertation (JO3000)



Students should be able to: Undertake independent research, involving the formulating of appropriate questions and the use of evidence.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Dissertation Research
Students should be able to: Design, undertake and present an independent piece of work focused on a particular marketing issue.	Final year dissertation	Final year dissertation	Dissertation Research

v) Relevant technical skills

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Critically reflect on the place of digital and social media in the 21st century media ecosystem, and apply this knowledge to a professional standard in practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Essays (1001, 2006)
Students should be able to: Ability to source, analyse and present materials clearly and effectively using appropriate IT resources, including but not limited to Blackboard, search databases, etc	Lectures, practical classes, group work and independent research.	ectures, practical classes, group work and independent research.	Oral presentations, essay assignments, and dissertation research.

vi) Autonomous working

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
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Students should be able to: Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their final project	Lectures, tutorials, independent learning.	Lectures, tutorials, independent learning.	Dissertation
Students should be able to: Ability to apply understanding of concepts and techniques with independence, rigour and reflexivity.  Design, undertake and present an independent piece of work focused on a particular marketing issue.	Lectures, tutorials, independent learning.	Lectures, tutorials, independent learning.	Dissertation

vii) Presentation of research findings

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice  Critically reflect on the place of digital and social media in the 21st century media ecosystem, and apply this knowledge to a professional standard in practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning  Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning  Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1000, 1002)  Portfolio, essays (2006)
Students should be able to:	Lectures, seminars, exercises (including computer-based),	Lectures, seminars, exercises (including computer-based),	Essay assignments and examinations. Oral presentations.

Use, organise and present a variety of materials in different formats to present issues, arguments and research findings related to marketing.	group work, directed reading, independent study and final year dissertation.	group work, directed reading, independent study and final year dissertation.	Dissertation research.
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### c) Transferable skills

#### i) Verbal, written and digital communication

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Critically evaluate different approaches to concepts around the ethics and regulation of journalism  Develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning  Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning  Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Portfolios, essays, group presentations. (1002)  Group presentations, portfolios (3001)
Students should be able to:  Recognise, describe, produce and write a variety of news formats to professional standard  Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation.	Workshops, practicals, tutorials, independent study, group work, peer learning	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000, 1003)  Dissertation. (3000)

ii) Numeracy

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <p>Demonstrate skills in:</p> <ul style="list-style-type: none"> <li>- communication (formulating, articulating arguments through writing)</li> <li>- word processing and presentation</li> <li>- analysis and critical evaluation</li> <li>- time management (attending lectures and seminars; meeting assessment deadlines)</li> </ul> <p>Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise</p>	<p>Lectures, seminars, tutorials, independent study, group work, peer learning</p> <p>Workshops tutorials, group work, independent study, peer learning</p>	<p>Lectures, seminars, tutorials, independent study, group work, peer learning</p> <p>Workshops tutorials, group work, independent study, peer learning</p>	<p>Essays</p> <p>Portfolio (2006)</p>
<p>Students should be able to:</p> <p>Construct, analyse and interpret quantitative data including accounts, in an academic context.</p>	<p>Lectures, practical classes, group work and independent research</p>	<p>Lectures, practical classes, group work and independent research</p>	<p>Oral presentations, essay assignments, and dissertation research.</p>

iii) Self-reflection

Intended Learning Outcome	Module Code	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <p>Critically reflect on news and journalism as a concept, its professional production and</p>	Workshops	Workshops	Workshops	Portfolio and critical reflection (JO1000 and most other modules).

application, and key concepts in contemporary academic debates about journalistic practice				
Students should be able to:  Reflect critically upon the nature of marketing as a discipline.	Lectures, practical classes, group work and independent research	Lectures, practical classes, group work and independent research	Oral presentations, essay assignments, and dissertation research.	Lectures, practical classes, group work and independent research

iv) Problem solving

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Investigate and demonstrate the core concepts and skills involved in publication design	Workshops, practicals, tutorials, independent study, group work, peer learning	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (3001)
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Lectures, seminars, tutorials, independent study, group work, peer learning	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1002)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Lectures, seminars, tutorials, independent study, group work, peer learning	Portfolio (2006)
Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation	Tutorials, independent study, lectures.	Tutorials, independent study, lectures.	Dissertation (3000)
Students should be able to:  Refine marketing problems into researchable questions.	Tutorials, group problem-solving exercises, case studies and presentations. Research methods	Tutorials, group problem-solving exercises, case studies and presentations. Research methods	Oral presentations, essay assignments, independent research work and dissertation

Identify and locate relevant data and source material.  Use material to address problem and come up with answers or solutions.	classes and independent research, particularly that supported by dissertation supervision.	classes and independent research, particularly that supported by dissertation supervision.	research.
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v) Organisation and management

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:  Investigate and demonstrate the core concepts and skills involved in publication design  Critically evaluate different approaches to concepts around the ethics and regulation of journalism  Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation	Workshops, practicals, tutorials, independent study, group work, peer learning  Lectures, seminars, tutorials, independent study, group work, peer learning  Tutorials, independent study, lectures.	Workshops, practicals, tutorials, independent study, group work, peer learning  Lectures, seminars, tutorials, independent study, group work, peer learning  Tutorials, independent study, lectures.	Portfolio (3001)  Essays (1002)  Dissertation (3000)
Students should be able to:  Locate, organise, and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in an academic context.	Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.	Oral presentations, essay assignments, independent research work and dissertation research.

vi) Teamwork

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <p>Investigate and demonstrate the core concepts and skills involved in publication design</p> <p>Critically evaluate different approaches to concepts around the ethics and regulation of journalism</p> <p>Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise</p> <p>Develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations</p>	<p>Workshops, practicals, tutorials, independent study, group work, peer learning</p> <p>Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.</p> <p>Workshops tutorials, group work, independent study, peer learning.</p> <p>Workshops, lectures, seminars, tutorials, group work, independent study, peer learning</p>	<p>Workshops, practicals, tutorials, independent study, group work, peer learning</p> <p>Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.</p> <p>Workshops tutorials, group work, independent study, peer learning.</p> <p>Workshops, lectures, seminars, tutorials, group work, independent study, peer learning</p>	<p>Portfolio (3001, 3002)</p> <p>Portfolios, essays, group presentations. (1002)</p> <p>Portfolio (2006)</p> <p>Group presentations, portfolios (3001. 3002)</p>
<p>Students should be able to:</p> <p>Work collaboratively, effectively and responsibly in groups.</p>	<p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p>	<p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p>	<p>Group assignments</p>
<p>Know how and when to draw on the knowledge and expertise of others.</p>	<p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p>	<p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p>	<p>Group assignments</p>
<p>Contribute and comment on ideas when involved in group work.</p>	<p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p>	<p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p>	<p>Group assignments</p>

Year Abroad

[In addition, for the 'with a Year abroad' variants the additional programme outcomes apply](#)

Year in Industry

[In addition, for the Year in Industry' variants the additional programme outcomes apply](#)



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### 10. Progression points

This programme follows the standard Scheme of Progression set out in [Senate Regulations](#) – see the version of Senate Regulation 5 governing undergraduate programmes relevant to the year of entry.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course.

#### a) Course transfers

Transfer onto the start of any programme will be considered by the programme director within the university-set two week period at the start of the first year.

Transfer between Journalism programmes (for example joint to single honours) may be allowed at the end of the first year subject to the discretion on the Journalism programme director.

Direct transfer into the second or third year of any Journalism programme will not normally be allowed.

#### b) Year abroad

For the Year Abroad variant (for experiential Year Abroad only) [the additional progression points apply](#)

#### c) Year in Industry

For the Year in Industry variant, the [additional progression points apply](#)

### 11. Criteria for award and classification

This programme follows the standard scheme of undergraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 5 governing undergraduate programmes* relevant to the year of entry.

### 12. Special features

For the Year Abroad variant (for experiential Year Abroad only) [the additional Special Features apply](#)

For the Year in Industry variant. The University recognises that undertaking a work placement as part of the programme of study can enhance career prospects and provide added value, and as such this programme includes a 'year in industry' variant.

By experiencing real-world scenarios and applying skills and knowledge to a professional environment, students can gain a unique insight into how their studies can be utilised in industry. This will not only showcase their abilities to future employers but will also enhance their studies upon returning to university to complete your programme.

To understand the special features for year in industry undergraduate programme variants, this programme specification should be read in conjunction with the [programme specification content which can be found here](#). This outlines details including programme aims, support, progression and duration.

#### 12a. Research-inspired Education

**Students on this programme will advance through the four quadrants of the University of Leicester Research-inspired Education Framework as follows:**

RiE Quadrant	Narrative
<b>Research-briefed</b> Bringing staff research content into the curriculum.	<p><b>Research -briefed</b></p> <p>The journalism programme is taught by people who have been and still are working journalists. They bring many years of experience from all forms of journalism, including, newspapers, magazines, radio, television and social media production into the classroom. Apart from this professional practical knowledge, staff use their own specialist research in areas, such as politics, environment, media convergence and artificial intelligence, to inform their teaching.</p>
<b>Research-based</b> Framed enquiry for exploring existing knowledge.	<p><b>Research-based</b></p> <p>Journalism is seen as a practical course, where concepts and skills are introduced and practiced from the moment students join. This allows them to explore the existing knowledge and approaches to content production and develop their own skills. This is achieved through regular writing and researching assignments and is embedded in all core modules.</p>
<b>Research-oriented</b> Students critique published research content and process.	<p><b>Research-oriented</b></p> <p>A unique design of the journalism programme at Leicester is the way practical skills are interwoven with academic approaches to understanding the subject. Students will use their academic knowledge to interrogate concepts and explain processes. This may mean critically assessing radio programmes or concepts such as ethical journalism or objectivity.</p>
<b>Research-apprenticed</b> Experiencing the research process and methods; building new knowledge.	<p><b>Research-apprenticed</b></p> <p>The final year dissertation allows students to bring all their understanding to bear on their own research project. It requires an academic approach and tests their skills, from organisation, through research, to creating new knowledge. As part of the other core modules in the final year students work individually and in groups to create their own news website. The content needs to be researched and created by them individually and this process combines all four of the Research-inspired Education quadrants. They use the knowledge they have acquired, with support of staff and their cohort to deliver the content and a presentation. They then produce a critical self-reflective account of the process with relevant academic literature to support their choices.</p> <p>Other optional modules such as investigative journalism, sports journalism, and political journalism all require application of knowledge developed during study and original research to produce content both in class and for assignments. Students are led in all of these modules by staff who have worked as journalists across all media platforms for many years. The modules are predicated on a research brief, they are practical in nature allowing research-based teaching and research orientated practical elements.</p> <p><i>Max. 250 words</i></p>

**As part of studying at a research-intensive university, students on this programme have the following extra or co-curricular opportunities available to them to gain exposure to research culture:**

The Journalism programme at the University of Leicester weaves practical and academic elements together across three years. As part of the programme students have the opportunity to meet journalists from all different forms of the industry. They can also select a placement module in the third year which gives them the opportunity to work in a real-world environment. Students are encouraged to get involved in student media where their work can be published/broadcast.

**Teaching on this programme will be research-informed (it draws consciously on systematic inquiry into the teaching and learning process itself) in the following way:**

The School supports all staff involved in teaching to gain an accredited Higher Education teaching qualification, in which they demonstrate their use of teaching theory to support their own practice and reflect on their current teaching and continuing professional development.

Firstly, the course is taught by former and working journalists who embed their professional practical knowledge into core and optional modules. All members of staff engage in areas of research, these currently include, politics, television, environment, sport, media convergence and artificial intelligence. Secondly, all lecturers have attained at least fellowship status of Advance HE, which recognises standards of teaching and learning support in higher education. Thirdly, staff are members of the Association of Journalism Educators and regularly attended, engage and present at these educational conferences.

### **13. Indications of programme quality**

Student achievement, NSS scores, external examiner reports, periodic review reports, graduate employment and destinations.

### **14. External Examiner(s) reports**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at [exampapers@Leicester](mailto:exampapers@Leicester) [log-in required].

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### Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

#### BA (Hons) Journalism and Marketing

Academic year affected	Module	Change
2025/26	MN1014 Business, Economy and Society	Core module deleted
2025/26	MN1026 Principles of Management	New core module
2027/28	JO3001/2 Multi-Media Journalism Project 1/2	Previously <i>Publishing Project 1/2</i>

#### Level 4/Year 1 2025/26

##### Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	60 credits	60 credits

120 credits in total

##### Core modules

Delivery period	Code	Title	Credits
Semester 1	JO1000	News Basics	15 credits
Semester 1	JO1002	Journalism Ethics and Regulation	15 credits

Delivery period	Code	Title	Credits
Semester 1	MK1002	Principles of Marketing	15 credits
Semester 1	MN1026	Principles of Management	15 credits
Semester 2	JO1003	Features Journalism	15 credits
Semester 2	JO1006	Podcasting and Radio Journalism	15 credits
Semester 2	MK1030	Consumers, Brands and Digital marketing	15 credits
Sem 2	MN1024	Managing Digital Technologies	15 credits

Notes N/A

**Level 5/Year 2      2026/27**

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	N/A	60 credits	60 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Semester 1	JO2006	Digital and Social Media Journalism – Context and Practice	30 credits
Semester 1	MK2107	Strategic Brand Management	15 credits
Semester 1	MK2121	Consumer Behaviour	15 credits
Semester 2	MS2016	Media Research in Practice	30 credits
Semester 1	MK2106	Marketing communications and Digital media	15 credits
Semester 1	MK2026	Marketing Intelligence	15 credits

Notes N/A

**Level 6/Year Final 2027/28**

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	45 credits	45 credits	30 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Year long	JO3010	Journalism Joints Dissertation	30 credits
Semester 1	JO3001	Multi-Media Journalism Project 1	15 credits
Semester 1	MK3115	Business in the Digital Economy	15 credits
Semester 1	MK3165	Crisis Management	15 credits
Semester 2	JO3002	Multi-Media Journalism Project 2	15 credits
Semester 2	MK3166	Entrepreneurship	15 credits

Notes N/A

**Appendix 2: Module specifications**

See undergraduate [module specification database](#) (Note - modules are organized by year of delivery).