

Programme Specification

Awarding Body	University of the Arts London (UAL)
Teaching Institution	London College of Communication
Final Award	BA (Hons) Sports Journalism
Relevant QAA Benchmark Statement	Communication, Media, Film and Cultural Studies
Date of production/revision	July 2016

BA (Hons) Sports Journalism will equip you with the practical ability and theoretical knowledge to thrive in the competitive world of modern journalism.

The course is distinctive in its unique mix of practice and theory, through which you will develop both the multi-media professional skills and analytical ability that employers demand in today's fast changing media industry.

This degree has been developed in response to the growing interest and significance of sport to the British economy and its global culture and audience. This course seeks to prepare students for the increasing range of employment opportunities in sports related fields. You will learn the fundamental skills of journalism in the context of sport as your specialist area.

The college is based in central London, close to the headquarters of national newspapers, broadcasters and digital media businesses and maintains close links with the sports industry.

You will be taught by experienced sports journalists both through work placements and guest lectures from a range of high profile industry speakers.

You will work in the college's fully equipped multi-media newsroom on the Elephant Sport magazine, website, mobile applications and social media platforms such as Twitter. You will also have an opportunity to develop your sports journalism according to your own areas of interest.

Course Aims

This course aims to:

- Develop the practical skills of multi-media sports journalism underpinned by appropriate and wide knowledge of contextual subjects.

- Develop critical and reasoning skills through analysis of the sports media and discussion of related political, legal, ethical and professional issues.
- Develop your understanding of the theoretical, cultural and historical frameworks appropriate to the study of sports journalism.
- Enable you to become a reflective practitioner of sports journalism and a self-directed independent learner.
- Develop the communication and enterprise skills necessary for the effective exchange of ideas, information and team working essential to sports journalism.
- Provide the structure in which you can develop and apply in practice a wide range of research methods and skills for sports journalistic purposes.
- Prepare students to work in a range of jobs in sports journalism and related areas.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are (the applicable university marking criteria are in brackets at the end of each course outcome):

- Communicate a range of ideas, problems and solutions to a range of audience on multi-media platforms (**Communication and Presentation**)
- Demonstrate understanding and critical knowledge of key theoretical issues in journalism and the legal, political, cultural economic and social contexts in which journalists work (**Analysis, Subject Knowledge**)
- Apply practical journalistic skills across multi-media platforms and build up a portfolio of work (**Technical Competence**)
- Work independently and collaboratively on presentations and journalistic projects (**Collaborative and/or Independent Professional Working**)
- Pursue a range of potential careers in journalism and the wider media (**Personal and Professional Development**)
- Apply research methods in journalistic and academic contexts (**Research/Experimentation**)
- Progress to postgraduate study (**Personal and Professional Development**)

Learning and Teaching Methods:

- Workshops
- Lectures
- Seminars
- Academic tutorials
- Self-directed learning
- Outside speakers and visits
- Assessed assignments

Assessment Methods:

- Tests
- Reflective statements
- Presentation
- Portfolios of journalistic work
- Essays
- Projects
- Research papers and reports
- Dissertation

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Programme Summary

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

In common with all courses at the University of the Arts London, this course is credit rated. Years 1 and 2 must be passed to enter into year 3. In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is comprised of the marks from Level 6 units only, weighted according to their credits.

Year 1

Introduction to Studying Sports Journalism: 20 Credits
Editorial Practice: Core Skills and Techniques: 40 Credits
Sports Journalism Studies: A History of Sport: 40 Credits
Editorial Practice: Multi-media Journalism: 20 Credits

Year 2

Live Event Reporting and Multimedia Journalism 1: 20 Credits
Sport and Society: 20 Credits
Multimedia Journalism 2: 20 Credits
Critical Issues in Sport: 20 Credits

Collaborative Project: 20 Credits

Industry Placement: 20 Credits

Year 3

Final Major Project: 60 Credits

Dissertation: 60 Credits

Distinctive features of the course:

- Close proximity to major sports governing bodies and global media organisations, plus a wealth of sports clubs and venues including Wembley, Twickenham, Lords and the Olympic Park.
- London College of Communication is an established and highly regarded institution for the teaching of journalism with long-standing links with the media industry.
- Emphasis on the integration of practice and theory.
- Core professional journalism skills are complemented by contextual units which develop critical awareness of issues in contemporary sports journalism, ethics, history and society
- You will work in a fully-equipped multi-media newsroom under the guidance of experienced professional sports journalists. The course is distinct among competitors in publishing a regular newspaper, edited and produced by students
- You will collaborate with students from other courses and creative disciplines, many of which are closely related to journalism and the media
- You will benefit from close links with the sports journalism industry, including a programme of guest lectures and master classes given by practising sports journalists and a work placement in your second year as part of a programme with links to newspapers, broadcasters and multi-media publishers
- A focus on multi-media skills and techniques, aligned to current and developing practices in newspapers and other media businesses
- A rigorous approach to the teaching of law for journalists appropriate to the post-Leveson media environment

Recruitment and Admissions

Admission Policy/Selection Criteria

The BA (Hons) Sports Journalism course team recognise applicants come from a broad spectrum of backgrounds from across the world. The course in the main attracts students who apply direct from A level or other equivalent qualifications but it also welcomes students from Foundation Diploma in Art and Design and other art courses as well as mature students who may have worked in industry.

Entry Requirements (Home/International/EU)

For admission to BA (Hons) Sports Journalism applicants normally need:

- 80 UCAS tariff points (gained at GCE Advanced level) will be considered, supported by passes in five other subjects at GCSE Grade C or above. Alternatively, you will be considered if you have achieved 1 subject at GCE Advanced level and Level 3 Foundation Diploma in Art and Design supported by passes in three other subjects at GCSE Grade C or above.
- We also accept people with the equivalent qualifications obtained through a National Diploma, Access, NVQ and a variety of other pre-University level qualifications including International and European Baccalaureate. Other qualifications, including overseas, may be considered.
- We also accept those with relevant professional and vocational qualifications.
- The subjects the Course Team will be looking for in your application are wide ranging and include Arts and Humanities and Social Science subjects.

Other entry routes

We also welcome applicants such as mature students who do not have formal qualifications but may have relevant experience. Students applying to this course will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with Journalism Theory and practice. In such cases students applying on the basis of their previous experience or who wish to enter the course with through Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes should apply via UCAS and will be guided by the admissions staff on the AP(E)L processes.

Language Requirements (International/EU)

- International and EU students: In the case of applicants whose first language is not English, then IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each of the four skills.
- If your first language is not English you should check you have achieved the correct IELTS level in English. Further information is available on the Language Requirements page: <http://www.arts.ac.uk/study-at-ual/language-centre/english-language-support/language-requirements/>
- International Applicants – visit the Support for International Students page <http://www.arts.ac.uk/lcc/courses/support-for-international-students/> for contact details for International Admissions

Study Abroad Applicants

International undergraduate students can apply to join this BA course for a period of up to three terms as a Study Abroad student. Please visit the Study Abroad section on the UAL website for details of how to apply, or contact the Study Abroad office:

T: +44 (0) 207 514 2249

E: studyabroad@arts.ac.uk

Or for further information on Study Abroad and Erasmus schemes, please follow the links below:

UAL Erasmus and Exchanges: <http://www.arts.ac.uk/study-at-ual/erasmus--non-erasmus-exchanges/>

Study Abroad: <http://www.arts.ac.uk/study-at-ual/study-abroad/>

Deferred entry

For Home/EU applicants, the Course Leader will determine whether deferred places are available for the course. If you wish to defer your place, it is advisable to indicate this on your application form and/or discuss this with the admissions team and course leader before/after applying at the earliest opportunity. In all cases, deferred places will only be held for one year.

International applicants are normally permitted to defer entry to any programme of study for one year only, after which they will be asked to re-apply.

Minimum UAL Entry Requirements

To see the University's Regulations on Admissions, please go to the following link: <http://www.arts.ac.uk/study-at-ual/academic-regulations/course-regulations/1-admissions/>

Admission Procedures

The selection procedures for the course adhere to the Equal Opportunities policy of the University of the Arts London.

Applications are normally made through UCAS. Applications for this course are assessed on the basis of qualifications and the personal statement.

If more information is required, a member of the course team may contact the applicant and in some cases, may request the candidate to attend an interview and bring a piece of work (500 Words) that highlights your abilities as a sports journalist.

Student Selection Criteria / what do we look for?

All applications will be considered by the course team and offers will be made based upon the following selection criteria.

The team will consider three key elements when making a decision on your suitability to join the course:

- 1) Firstly they will look at your qualifications (or projected results).
- 2) Secondly, they will review your academic or personal reference.
- 3) Then they will look at your personal statement.

The personal statement is a very important part of your application and should demonstrate to the team that you are interested in sports journalism and that you have thought very carefully about why you want to study on this course.

You should take great care when writing your personal statement to ensure that it is well written, clear and free of any spelling mistakes. It is your biggest chance to impress the team by demonstrating your appreciation of what the course can offer you and how you feel it might help you in the future. It is also an opportunity for you to state what you feel you would bring to the course. Through their personal statement, applicants should show a strong interest in sports journalism. This can be demonstrated through work experience, studying and personal experience and their ambitions for personal development as a student at the LCC.

Portfolio Advice

There is no requirement for a portfolio for entry onto this programme.

Interview Advice

Occasionally an applicant will be invited for interview who has either requested to discuss their application with the course director or who the course director feels would benefit from discussing their application prior to final consideration.

If you are invited for interview you can prepare yourself in advance by thinking of questions that you may have for the course director and also re-familiarising

yourself with your UCAS personal statement- from which the course director's questions will probably arise. You should bring a piece of work (500 words) that highlights your abilities as a sports journalist.

The course team will be looking for students who can demonstrate a keen interest in sport and for students that have good communication and people skills.

The interview will be relatively informal and will take place, normally, at the LCC.

Students are admitted to the course having fulfilled the necessary entry requirements and on the basis of their potential to benefit from the programme.

COURSE DIAGRAM

Course Diagram BA (Hons) Sports Journalism																																
Autumn Term (Term 1 11 Weeks)											Spring Term (Term 2 10 weeks)										Summer Term (Term 3 10 weeks)											
week 1											week 12										week 22											
week 2											week 13										week 23											
week 3											week 14										week 24											
week 4											week 15										week 25											
week 5											week 16										week 26											
week 6											week 17										week 27											
week 7											week 18										week 28											
week 8											week 19										week 29											
week 9											week 20										week 30											
week 10											week 21										week 31											
week 11																																
Year 1	Freshers Week	Introduction to Studying Sports Journalism (20 Credits)										Introduction to Studying Sports Journalism cont'd																				
		Sports Journalism Studies - A History of Sport (40 credits)										Sports Journalism Studies - A History of Sport cont'd										Sports Journalism Studies - A History of Sport cont'd										
		Editorial Practice - Core Skills and Techniques (40 credits)										Editorial Practice - Core Skills and Techniques cont'd										Editorial Practice - Core Skills and Techniques cont'd										
Year 2	Induction Week	Live Event Reporting & Multimedia Journalism 1 (20 credits)										Multimedia Journalism 2 (20 credits)																				
		Sport & Society (20 credits)					Sport & Society (20 credits)																									
												Critical Issues in Sport (20 credits)																				
												Collaborative Project (20 credits)																				
Year 3	Induction Week	Final Major Project (60 credits)										Final Major Project cont'd																				
		Dissertation (60 credits)										Dissertation cont'd										Dissertation cont'd										