# Programme Specification ARO 034a

## Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
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<td>Dr David Fleming</td>
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<td>Advisor of Studies</td>
<td>Dr George Maglaras</td>
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Section 2 Overview

PROGRAMME SUMMARY

The Film & Media Studies components of the programme aim to develop a critical understanding of the central role played by the media and communication in contemporary society. Bringing together theory and practice, the programmes investigate the wider social context within which the media and cultural industries operate, and encourage a rigorous analytical approach to investigating the media’s position within particular political, economic and cultural contexts. Throughout the programmes there is a concern with the relationship between aspects of cultural production and consumption. You will be encouraged to examine, both critically and creatively, a range of media and their professional practices and offered areas of study including cinema, new media, television, public relations and the sporting industry. Given the interdisciplinary nature of the subject, the course will expose you to a range of approaches to the study of media production, consumption and aesthetics. These include political economy, institutional analysis, textual and film analysis, media practice and audience studies. The Film and Media programme offers a 'mixed economy' approach, requiring you to reflect critically on the relationship between media theory and media practice, both your own and that of professionals. You also have the opportunity to develop skills in particular areas of radio and video production. You should emerge with a deeper understanding of the position of the media and the wider creative industries in contemporary society as well as of the range of creative practice that informs development in these areas. In an economy where the creative and cultural industries are viewed as increasingly important, you should emerge with a wide variety of creative, intellectual, analytical and research skills that enhance their employability across a wide range of sectors.

Key Features of the Programme

Our Film and Media Degree ranks among the best in the country. The University of Stirling has been teaching and conducting research in film, media and journalism since 1978. The long-established and internationally-known Film & Media degree programme allows you to combine critical and academic approaches to Film and Media with practical production modules. The high quality of teaching on this programme is linked to the division’s world-class profile in research and production, with research-led lecturers producing publications, funded projects, consultancy and public events, and the production team helping you become fully trained in practicalities and ready to compete for high profile national awards, and industry placements.

Marketing at Stirling received an 88% student satisfaction rate (NSS 2018), and is ranked 2nd in Scotland and top 10 in the UK (Complete University Guide 2019).

WHAT WILL I BE EXPECTED TO ACHIEVE?

Detailed Learning Outcomes
On successful completion of this programme, students should be able to:

1. **Demonstrate a critical understanding of:**
   a. Communications and society
   b. The historical context of media development
   c. Media processes and practices
   d. Forms and aesthetics
   e. The relationship between media, culture and identity
   f. forms of communication, media and culture as they have emerged historically and appreciate the political and cultural processes through which they have come into being.

2. Analyse closely, interpret and show the exercise of critical judgement in the evaluation of these media and cultural forms

3. Produce digital output across a wide range of platforms, manipulating sound, image, the spoken and written word using relevant concepts and theories
4. produce work which demonstrates an understanding of media forms and structures, audiences and modes of address.

In addition, student should able to have:

5. A critical understanding of business and marketing from both academic and practitioner perspectives;

6. An in-depth and balanced appreciation of the theoretical foundations of marketing alongside current and emerging practitioner applications including marketing decisions, consumer behaviour and market research methods;

7. The ability to understand the development of appropriate marketing strategies within a changing environment to meet various business, marketing and stakeholder demands;

8. The understanding of the impact of environmental forces on organisations including legal, market, ethical, social and technological change issues;

9. An in-depth knowledge of the processes & applications in the production, distribution and marketing of goods and/or services;

10. A critical understanding of the impact of sustainability, stakeholder management, ethics, and risk management on marketing decisions and performance;

11. A deep appreciation of customers including customer expectations, service and orientation;

12. The comprehension and use of relevant communication and information technologies for application in business and marketing;

13. An ability to interact and study with others and to constructively practice multiple management skills including communication, problem-solving, data analysis, independent action and teamwork;

14. Further contemporary and pervasive issues such as creativity, collaboration, innovation, responsibility, commercial awareness and entrepreneurship;

15. Effective self-management, self-branding and self-reflection;

16. The competence to develop transferable intellectual and study skills which will encourage a positive attitude to continuing personal development and lifelong learning.

Intellectual, Practical and Transferable Skills and other graduate attributes:

1. communicate effectively in interpersonal and group or team settings and through the submission of written work to a given length, format, brief and deadline;

2. gather, organise and deploy ideas and information in order to formulate arguments cogently and to express them coherently in written, oral or other forms;

3. work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity.

4. carry out various forms of enquiry and research involving sustained independent enquiry;

5. formulate appropriate questions and employ appropriate methods and resources for exploring those questions;

6. evaluate and draw upon a range of sources and texts and appropriate conceptual frameworks.

7. reflect upon understanding gained in activities and cooperation across a wide range of individual and group tasks in order to formulate appropriate responses to a wide range of issues and problems.

All these skills, both subject specific and generic, contribute to the employability of graduates. In terms of PDP, students are encouraged and assisted throughout the programme to engage in work experience and volunteering of many kinds. Regular contributing lecturers from many branches of the media industries ensure a continuing focus on both employment and personal development issues.

Values and Attitudes:

1. Openness
2. Excellence
3. Ambition
4. Ethical Behaviour
5. Creativity
6. Independence

HOW WILL I LEARN?
Outline of the teaching methods and approach to be used on the programme.

The joint Film & Media Studies and Marketing components contain theoretical, historical, analytical and production elements.

The Film and Media components first provide you with an understanding of the social, economic and political roles of the media in contemporary societies. This is achieved by examining how media output is funded, regulated, produced and consumed, and how audiences may be affected and influenced.

Second, they aim to develop the skills and methods required for the analysis of media texts. Films, television and radio programmes, newspapers, magazines and advertisements are all subject to detailed analysis to see how information, meaning and affect are structured and communicated.

Third, the Film and Media Studies programme components contain a substantial practical element, in which production techniques employed in electronic and print media are introduced. This element is intended to give you an opportunity to measure theoretical knowledge against the considerable demands of practical necessity. While the intention is not to provide specialist professional training, you will gain an overview of industry practice and entry-level skills which many find useful for subsequent employment. In addition, the programmes develop transferable skills of written and oral communication, logical reasoning, conceptual analysis, study skills and group work.

Semester 1-4 modules

Overview

- In Year 1 Semester 1 you will take ONE compulsory film and media module and ONE media marketing module. In Semester 2 you will take ONE compulsory film and media module and ONE compulsory media marketing module.

- In year 2 Semester 3 you will take ONE compulsory film and media module and ONE media marketing module. In Semester 4 you will take ONE compulsory film and media module (from a choice of two options) and ONE media marketing module.

In their approved sequence the first five core modules are FMSU9M1: An Introduction to Media Issues and Industries and MGTU9S1: The Global Business Environment: An Introduction in semester 1. In semester 2, FMSU9M2: The Moving Image in Semester and MGTU9S2: The Management Challenge: An Introduction.

In semester 3 you will take FMSU9M3: Reading Film and Television, and MKTU9M3: Fundamentals of marketing. Then, in Semester 4, FMSU9A4: Digital Media and Culture or FMSU9U4: Understanding Audiences, and MKTU9ME: Marketing, Ethics and Society.

In year one and two Film and Media modules (FMSU9M1, FMSU9M2, FMSU9M3) typically use two-hour lectures to introduce students to the key concepts and issues, and to guide their independent reading—an essential part of the learning process throughout the degree. Lectures are complemented by weekly one-hour seminars, which are linked to student reading and/or viewing. Seminars generally take place in a smaller room, with no more than 20 students. The smaller class sizes enable tutors (normally a member of staff or, occasionally, a teaching assistant) to moderate the discussion or small group activity sensitively, taking account of students’ individual characteristics, life-experience, and self-confidence. The tutor will often ask questions or set tasks, with the onus being on you to come prepared and be ready to speak (individually or as part of a group). Class discussion, which begins at this stage, is central to the Division’s teaching and learning practice, and you are encouraged to work within the ground rules for discussion groups which are outlined in the Division’s Student Handbook.
Semester 5-8 Modules

In Semester 5, Media and Marketing module MKTU9UC Understanding Consumers is compulsory. In Semester 6, RMKU9RS: Understanding Supply Chains is compulsory. There are no core modules or formal pathways for the remainder of the Film and Media programme. However, in year 3 students should take 3 modules in film and 3 modules in marketing.

For the Film and Media degree programme there are currently more than twenty modules on offer in semesters 5 to 8, providing a generous choice for students. The work undertaken in semesters 5 to 8 extends and deepens the knowledge and understanding provided by the compulsory modules. Students taking these modules build on former learning to achieve higher levels of understanding. Students have the flexibility to choose modules to construct a degree programme best suited to their interests and aptitudes, e.g. in media production, television and film studies, or the sociology of the media and popular culture. In each subsequent semester all students select one, two or three modules above level 8, depending on their degree programme, from a list of optional modules.

Typically, the Film and Media teaching and learning in semesters 5 to 8 is done through a blend of lectures, screenings and seminars/workshops with prescribed weekly readings. In addition, the range of subject matter, approach, and teaching and assessment methods is very broad. All the principal media are represented - film, television, radio, the press, the internet - as well as practices that cross media boundaries, e.g. sport, advertising and public relations. Most of these semester modules take a critical-analytical approach, drawing on knowledge and theory from a range of Arts and/or Social Science perspectives. The audio-visual production modules, while focusing on creative and practical activities, also involve a high degree of critical awareness. Some modules involve assessed individual or group presentations, which help to develop important communication skills. Other forms of assessment include essays, group projects, oral presentations, exams and a dissertation. Typically, modules are linked to the research interests of staff, many of whom are international authorities in their respective fields. (See the Departmental Website or Student Handbook for the full list.)

Audio and video production modules in Film & Media allow you to experience practical media production guided by an award winning team of subject experts. You will work in teams and learn about the creative, technical and organisational aspects of media production, with a focus on a professional approach throughout. Practical media work is challenging and demanding, but ultimately can be extremely rewarding. It is important to note that the number of students on all production modules is capped to ensure the best possible student experience in terms of access to resources and guidance from tutors.

All students who want to study production must take the Introductory FMSU9A5 module in semester 5. This is the prerequisite for all your subsequent production work. As all the practical modules are optional, you need not take any more, but have the option to pursue a range of subsequent modules and build your own pathway from a mixture of audio and video options.

In semester 6 we offer Radio Features (FMSU9D6) and Editing and Workflow (FMSU9EW) as a video option. In both modules you can build on the basic principles taught in the introductory module to develop higher level practical and narrative skills.

Fourth year production work represents a significant step up. In Semester 7 there are two double weighted modules. You may only study one of these. In Radio Drama (FMSU9C7) small groups script, produce, direct and edit a short piece of audio fiction. In Content Development and Research (FMSU9CD) you work as individuals and in production teams to develop factual programme ideas, write proposals, make video tasters and pitch to television industry professionals, as well as researching and making part of a formatted show.

Stirling has a deserved reputation as a centre of excellence for production teaching, strong links with the media industry and a track record of producing award winning work, including a host of Royal Television...
Society and Scottish Student Journalism Awards. Many graduates have gone on to forge successful industry careers.

There are a number of modules offered the Film & Media Studies students that stem from the Digital Media honours programme. Modules on the Digital Media programme provide you with rigorous and challenging training in tools, applications and possibilities of digital environments – from the preparation of journalistic and multiplatform content to its effective display and dissemination across television, film, radio, print, online and beyond. The key curriculum areas for studying Digital Media include content development for multichannel networks and convergent media platforms; applied research in design thinking and creative enterprise; emergent research in smart technologies and the Internet of Things; and social media studies, covering analytics, marketing, economics, representation and identity. Digital Media modules are all taught through a critical practice mode of delivery that offers no value distinction between applied, practical and theoretical approaches.

Semester 5-6 core Marketing modules

MKTU9UC Understanding Consumers: The aim of this module is to provide you with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations. We also aim to develop your critical reading and writing skills. This will dramatically enhance your capacity for analysis and interpretation of consumer motivation, and the practices that facilitate meaningful consumer-brand relationships. All learning sessions for the module are designed to enable you to enhance your capacity for independent learning. You will be introduced to the consumer behaviour process through lectures and seminars. You will also be introduced to the relevant theoretical concepts necessary to identify and understand the antecedents, characteristics and outcomes associated with consumer behaviour though lectures, seminars and reflective practice. By the end of this module you will be able to: Appreciate the central role of consumer behaviour theory in marketing; Understand the antecedents of consumer behaviour in an individual and social context; Recognise the role of social and cultural influences upon consumer behaviour.

RMKU9RS Understanding Supply Chains: The purpose of this module is to introduce you to the topic of supply chain and logistics management. Before the purchase and the consumption of products, those have to become available to customers. A chain of organisations has to be organised and a number of logistics elements has to be managed in order to make products available to customers. The module aims to develop your understanding and awareness of the complexities and challenges faced by retailers and their support organisations in managing supply chains and the logistics elements. In addition, the module highlights the fact that companies cannot stand alone in channels but they need to work together to form effective and efficient supply chains so that the products are moved to the right place, at the right time, at the right quality and the right price. You will also develop an understanding of how logistics and supply chain management contribute to cost reduction and service levels improvement and ultimately to providing competitive advantage to organizations. After completion of the module, you should be able to: Define and understand the key concepts in supply chains and logistics; Discuss the importance of channel relationships upon supply chains and logistical networks; Understand the vital importance of customer service and costing in delivering availability; Be aware of the role of storage, inventory, transportation, materials handling and communications in logistics and supply chains; Discuss future challenges in managing the supply chain such as “green supply chains” and “e-commerce and the supply chain”

In semesters 5-8, you can take various Marketing electives as well. Those are: MKTU9SP Sport Marketing; RMKU9MC Multi-channel Retail Marketing; RMKU9RO Retail Operations; MKTU9BC Branding and Communications; MKTU9DE Digital and Experiential Marketing; RMKU9BM Buying and Visual Merchandising

There are 4 options or roads through semester 7 & 8
Final semester honours students are required to complete either a dissertation, production module, or digital publishing project. These modules are worth 60 credits (triple weighted) to reflect both the amount and level of work associated with successfully completing them. Dependent upon your completing the necessary prerequisite modules, you can choose from these options:

MKTU9M8: The Media and Marketing Dissertation requires you to apply their knowledge and skills to the design and implementation of an original research topic in your chosen field of study. This will first require the analysis, critique, and synthesis of peer reviewed literature to delineate and position a contemporary research gap. This will follow with the development of a research design and the collection of data via fieldwork. The chosen area of research will represent the culmination of your degree, and enable you to elevate, refine, contribute to, and demonstrate command over their chosen area of investigation. This work will address a particular issue that you have identified as being worthy of study (with approval by academic staff). Through completion of the dissertation, you will be able to: demonstrate the ability to identify a research topic of interest to your degree programme; apply relevant skills, knowledge, and know-how learnt in previous modules to real situations; identify and analyse relevant theory and academic literature and display an ability to apply them in the dissertation; develop and clearly articulate a research question; develop and defend an appropriate methodology and conduct qualitative and/or quantitative research into a relevant topic; demonstrate the ability to organize, analyse and to evaluate findings; develop conclusions with reference to existing literature and debates; explain the practical and theoretical relevance of the investigation; work independently with guidance from a supervisor to establish your expertise in your chosen topic area.

FMSU9A8: The Dissertation module offers you an opportunity to undertake independent, sustained research in an area of your own choice related to the media and cultural industries. The 13,000 word project enables you to display the range of research, conceptual and analytical skills that you have been developing throughout the programme. The best examples are genuine contributions to the field, and should be of publishable standard. The experience gained on this module offers ideal preparation for students who wish to pursue their academic career to Masters level and Doctorate levels.

FMSU9B8: The Documentary Production module provides you with practical experience in the development, production and management of a factual programme. Students take the opportunity to work in production groups. These are typically made up of five students for the short-form video documentaries, and three for audio programmes. In your group you will devise, script, produce and edit an original documentary for assessment. You will also submit a short Evaluative Essay which critically evaluates your work and your own contributions to the project.

CMCU9D8: The Digital Publishing Project provides you with an opportunity to conceive, design and carry out an original, practice-based research project. The Digital Project allows you to develop and demonstrate your understanding and knowledge of the field, and to develop and demonstrate organizational, planning, communication and realization skills. This project is not just about producing a practical output, but rather an original piece of practice-based research that aims to make a contribution to the field of digital media studies. This project thus allows you to develop and demonstrate your understanding and knowledge of the field, and to develop and demonstrate organizational, planning, communication and realization skills – all of which are transferable skills highly-prized by employers and clients in the job market.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Outline of the assessment methods and approach to be used on the programme.

Assessment and Assessment Criteria
Semester 1-4

Assessed work comprises of essays, group work projects, and end-of-term examinations. Essays and Exams test students' knowledge of the subject matter of the respective modules, and their understanding of the issues involved and their ability to write cogently and coherently. Group work projects encourage students to begin working in and as part of a team, and undertake peer-assisted learning and evaluation.

FMSU9U4 asks students to write a critical essay, and to produce a Research Proposal that has both a group work and individual assessment element.

FMSU9A4 takes a flipped content ‘heuristic approach’ (hands-on, critical engagement and exploratory investigation) to key issues in contemporary digital culture. The first half of the module uses continuous assessment elements – e.g. a class blog or Wiki*media – while project work in the second half of the module is primarily lab-based and both peer- and teacher-assessed.

Semester 5-8

Typically, assessments during semesters 5 to 8 modules include:

- Individual or Group Presentations
- Individual or Group Projects
- Individual or Group Pitches
- Essays
- Exams
- Scriptwriting
- Dissertation.

The University operates a common marking scheme for all modules and exams (http://www.stir.ac.uk/academicpolicy/handbook/assessment/).

All formally assessed work is also systematically moderated or second marked.

Three sets of criteria are assessed in essays and exams: evidence of reading and research, argument and analysis, and writing and structure.

Reading & research: evidence of critical engagement with set materials; evidence of independent reading of appropriate academic material (which may include books, journals, audiovisual resources and archives, depending on topic).

Argument and analysis: well-articulated and well-supported argument; evidence of critical thinking (through taking a position in relation to key ideas from the module, and supporting this position); evidence of relational thinking (through making connections between key ideas from the module and wider literature, and supporting these connections); evidence of independent critical ability.

Writing and structure: clear writing; clear and coherent structure; (for essays) accuracy in referencing.

The Marketing component of the programme utilises a range of assessment methods to fully challenge student understanding and ability. These include a range of written assignments, such as essays, reports, and formal written examinations, along with assessed presentations. These methods include individual and group assessment, reflecting both Stirling Management School learning goals and the industry need for independence, self-motivation, and innovation, alongside inclusive group and collaborative working skills. Assessment criteria are varied, reflecting the range of student outputs, but include expectations on:
theoretical knowledge and understanding; critical analysis and linkage of theory to examples of practice; the development of well-evidenced conclusions and recommendations; along with presentation, structure and the standard of written English. Grading is structured by the University of Stirling’s Common Marking Scheme: https://www.stir.ac.uk/regulations/undergrad/assessmentandawardofcredit/

Feedback on Assessment

What you can expect:

The University takes feedback and feedforward very seriously and, along with the Students’ Union, have developed a Feedback Policy and Student Guide to Feedback. The university identifies seven key principles of good feedback and feedforward:

- Constructive and supportive
- Clear and accessible
- Embedded
- Timely
- Transparent
- Goal referenced
- A dialogue

The University also identify steps students should take to get the most out of feedback and feedforward:

- Find out where, how and when feedback/feedforward will be provided
- Read and engage with the assessment criteria
- Engage with the feedback/feedforward you are given

Across the Film and Media and Marketing Programme feedback can be both informal and formal, formative and summative, and can be provided individually and in groups. It can take many different forms depending on the module’s requirements and will be used in the following ways across the programme:

- discussions in class about the assignment
- reviewing assignment exemplars
- practice assignments
- practising past exam papers
- 'drop in' advice
- guidance given on previous assignments about what to change in the future
- comments from staff or other students
- discussions in supervision meetings
- reflections in learning journals on academic/professional experiences
- Whole class or ‘generic’ feedback on how an exam question had been tackled
- final marks or awards.

What you should do with your feedback:

You are responsible for:

- familiarising yourself with module information on how to approach assessments and how, when and where to find your feedback
- accessing and digesting your feedback
- seeking further help and guidance from your tutors and other students
- saving a copy of your feedback for future use
• reflecting on your feedback to celebrate and build on your strengths and to use what you have learnt in your approach to work in the future
• offering constructive and supportive feedback to other students when asked to do so.

When you will receive feedback:

Formal feedback on assessment is expected to be given within 3 working weeks. Our learning management system, Canvas, will be used in the electronic submission, marking and feedback dissemination of coursework.

Further information on feedback and feedforward can be found here: https://www.stir.ac.uk/media/stirling/services/academic-registry/documents/feedback-and-feedforward-policy.pdf

Assessment Regulations
There are some modules where assessments are compulsory, this will be clearly stated in the module outline.

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the Assessment and Academic Misconduct regulations at:


WHAT WILL I STUDY?
Outline Programme Structure

The list below shows compulsory and option modules for this programme. Option modules are revised over time and, in some cases, will be dependent upon pre-requisite and/or co-requisites being taken. More information about these requirements can be found in the relevant Module Descriptors. The options available each year can be subject to change due to student demand and availability of teaching staff.

- Where an “Option list” is specified, you have a choice of which module to take at this point in the degree programme and these choices are listed below
- For year 1 and 2 where “Any Module” is used it means that you can choose from all modules available to the year group and you can see the full list by following these links:

Undergraduate

Year 1

Total year 1 credit value = 120
Compulsory credits = 80
Option credits = 40

Compulsory Modules

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<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>An Introduction to Media Studies and Industries</td>
<td>FMSU9M1</td>
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<td>AUTUMN</td>
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<td>The Global Business Environment: An Introduction</td>
<td>MGTU9S1</td>
<td>20</td>
<td>AUTUMN</td>
<td>8</td>
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<tr>
<td>The Moving Image</td>
<td>FMSU9M2</td>
<td>20</td>
<td>SPRING</td>
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<tr>
<td>The Management Challenge: An Introduction</td>
<td>MGTU9S2</td>
<td>20</td>
<td>SPRING</td>
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## Year 2

Total year 1 credit value = 120  
Compulsory credits = 100  
Optional credits = 20

### Compulsory Modules

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<th>Credit</th>
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<td>Reading Film &amp; Television</td>
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<td>20</td>
<td>AUTUMN</td>
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<tr>
<td>Fundamentals of Marketing</td>
<td>MKTU9M3</td>
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<td>Digital Media and Culture</td>
<td>FMSU9A4</td>
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<td>SPRING</td>
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<td>Understanding Audiences</td>
<td>FMSU9U4</td>
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<td>SPRING</td>
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<tr>
<td>Marketing, Ethics &amp; Society</td>
<td>MKTU9ME</td>
<td>20</td>
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### Year 3

Total year 1 credit value = 120  
Compulsory credits = 40  
Optional credits = 80

NB in year 3 students should take 3 modules in film and 3 modules in marketing

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<th>Credit</th>
<th>Semester</th>
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<td>Understanding Supply Chains</td>
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<td>SPRING</td>
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### Option Modules –

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>Introduction to Audio and Video Production</td>
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<td>Documentary Film and Television: The Poetic Eye</td>
<td>FMSU9AD</td>
<td>20</td>
<td>AUTUMN</td>
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<tr>
<td>Gender and Representation</td>
<td>FMSU9AS</td>
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<tr>
<td>Feminism and Television</td>
<td>FMSU9FT</td>
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<tr>
<td>Public Relations and Promotional Culture</td>
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<tr>
<td>Scriptwriting</td>
<td>FMSU9SW</td>
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<td>Social Media Marketing: Contexts and Strategies</td>
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<td>Radio Feature Production</td>
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<td>Editing and</td>
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<td>Global Film as and Philosophy</td>
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<td>Retail Operations</td>
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### Year 4

Total year 1 credit value = 120
Compulsory credits = 0
Optional credits = 120

Option Modules – * YOU SHOULD CHOOSE ONE 60 CREDIT OPTION IN THE SPRING

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<thead>
<tr>
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<td>Researching the Media &amp; Culture</td>
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<td>Content Development and Research</td>
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<td>*Digital Publishing Project</td>
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</table>
**READING LIST**

**Recommended Reading for the Film & Media Programme**


**Marketing**

Reading lists are specific to each module, there is no standard reading list for the Marketing aspect of the programme.

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**Section 3 Student Support**

**SUPPORT FOR STUDENT LEARNING**

**Induction**

You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

**Stirling Management School Induction**

Upon entry Year 1 students are welcomed at a meeting where they are introduced to the UG programme directors and introduced to the values and aims of the Stirling Management School by the Dean. Induction activities are embedded into S1 modules e.g. library sessions.

**Study Skills Support**
Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

What SLS are able to do:

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: https://www.stir.ac.uk/student-life/support-wellbeing/student-learning-services/

STEER

STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: https://www.stirlingstudentsunion.com/representation/studentsupport/steer/

Academic and Pastoral Support

Adviser of Studies: Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University.

More information can be found here: https://www.stir.ac.uk/about/faculties-and-services/academic-registry/adviser-of-studies-scheme/undergraduate-advisers/

Personal Tutor: The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be the your first formal point of contact for general academic guidance and pastoral support.

More information can be found here: https://www.stir.ac.uk/about/faculties-and-services/academic-registry/personal-tutor-scheme/

Support and Wellbeing: At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: https://www.stir.ac.uk/student-life/support-wellbeing/student-support-services/emotional-wellbeing/
**Student Union:** you can also access support through the Students’ Union, more information can be found here: [https://www.stirlingstudentsunion.com/representation/studentsupport/](https://www.stirlingstudentsunion.com/representation/studentsupport/)

**Accessibility and Inclusion (A&I)**
A&I are committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: [https://www.stir.ac.uk/student-life/support-wellbeing/student-support-services/accessibility-and-inclusion/](https://www.stir.ac.uk/student-life/support-wellbeing/student-support-services/accessibility-and-inclusion/)

**Learning Resources**
You can find out more about the resources available to support your learning here: [https://www.stir.ac.uk/about/faculties-and-services/academic-registry/academic-policy-and-practice/quality-handbook/learning-support/](https://www.stir.ac.uk/about/faculties-and-services/academic-registry/academic-policy-and-practice/quality-handbook/learning-support/)

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**Section 4 Programme Evaluation and Enhancement**

**METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING**

**Module Evaluation**
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: [https://www.stir.ac.uk/about/faculties-and-services/academic-registry/students-information/module-evaluation/](https://www.stir.ac.uk/about/faculties-and-services/academic-registry/students-information/module-evaluation/)

**Student/Staff Feedback Committees (SSFC)**
Student/Staff Feedback Committees will meet twice per semester, and shall routinely address issues arising from student feedback on modules, the programme, as well as broader issues on academic policy.

**Programme Review**
Programmes are reviewed regularly. Innovation in programme development will be guided by the institutional and faculty strategic plans with new programmes in particular to be developed using a ‘co-production’ model which supports all stakeholders working together. You can find out more here: [https://www.stir.ac.uk/about/faculties-and-services/academic-registry/academic-policy-and-practice/quality-handbook/programme-and-module-approval-amendment-and-withdrawal/#introduction](https://www.stir.ac.uk/about/faculties-and-services/academic-registry/academic-policy-and-practice/quality-handbook/programme-and-module-approval-amendment-and-withdrawal/#introduction)

**External Examiner(s)**
Name of External Examiner: Laraine Porter  
Institution: De Montfort University, Leicester  
Name of External Examiner: Freddie Gaffney  
Institution: Ravensbourne  
Name of External Examiner: Kaitlynn Mendes  
Institution: University of Leicester  
Name of External Examiner: Zahera Harb  
Institution: City, University of London  
Name of External Examiner: Noel Dennis  
Institution: Glasgow Caledonian University, UK  
Name of External Examiner: Alan Collins
Section 5 My Future

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

*What career avenues does this qualification open up to the student?*

Broadcasting  
Publishing  
Advertising  
Accounting  
Digital Marketing  
Marketing & Sales  
Project Executive,  
Sales & Services Assistant

Graduating with a degree in Marketing does not necessarily mean that you have to progress into a career in that field. A Marketing degree is a solid foundation upon which to base a career in a variety of different fields, as is shown by some of the potentially less obvious roles that our Marketing graduates are currently employed as:

Recruitment Consultant, HSA Healthcare  
Editor, Korea Herald  
Solicitor, Hill Dickinson LLP  
Chief Financial Officer, Standard Chartered Bank  
Community Fundraiser, Marie Curie Cancer Care  
Studying for a PhD (e.g. University of Stirling; University of Strathclyde)

How does this programme facilitate your development of the Graduate Attributes?

**This programme will Connect you:**

With film and media and marketing knowledge, understanding and skills with a range of complex real world issues  
with contributions from alumni, employers, industry experts, industry visits, private, public and third sector cases to develop your employability skills. Commercial awareness is also developed through activities that apply knowledge to real case scenarios.  
with knowledge, experiences, and people providing different perspectives, to understand different cultures, beliefs and traditions  
With an inclusive learning community and with the wider community  
With communication skills using digital and other media

**This programme will support you to Innovate**

through active and ethical research  
through using the latest global research and new technologies to develop new understandings and creative solutions  
through independent critical and reflective thinking  
through identifying opportunities to improve what you do and taking action

**This programme will support you to Transform**

through developing your intellectual and cultural passion and excellence  
through sharing new perspectives and broadening your horizons
through becoming self-confident, professional, adaptable and resilient and equipped to succeed in the global market place
through becoming and active global citizen who is socially, culturally, and environmentally aware.
through developing responsible marketers
through developing intellectual and cultural passion and excellence
through sharing new perspectives and broadening your horizons

WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?
The University offers over 70 exchange and Erasmus partner universities, across four continents.

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?
There are no placement opportunities embedded in the programme.

WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?
What programmes of study could the student go on to after successfully completing this one?
Humanities MRes
Gender Studies (Applied)
Media Management (MSc, PG Dip, PG Cert)
Media Research ((MRes, PG Dip, PG Cert)
Television Content Development and Production (MSc)

Based on the Marketing aspect of the degree, our students will have the appropriate and sufficient background that will allow them to apply for Marketing and various Business-related Masters’ programmes (including the programmes offered by the School).

WHAT OTHER INFORMATION DO I NEED TO KNOW?
N/A

Section 6 Admissions

HOW DO I ENTER THE PROGRAMME?
Admissions Criteria
SQA Highers
AABB – one sitting
AABBB – two sittings

GCE A-levels
BBB

IB Diploma
32

BTEC (Level 3)
DDM

Scottish HNC/HND

Year 1 entry – Bs in graded units

English, Welsh and NI HNC/D
Merits and Distinctions

Access Courses

Access courses and other UK/EU and international qualifications are also welcomed.

Foundation Apprenticeships

Foundation apprenticeships are considered to be equivalent to one Higher at Grade B.

Year 2 entry may be possible with an HND in a related subject. Please consult our Advanced Entry pages for suitable courses.

If you've taken exams over two sittings, repeated an exam, or been upgraded, the entrance requirements may be higher.

If you’re an international student and don’t meet the required academic and English-language criteria for entry onto this degree, there are other options. You could take our International Foundation programme, which prepares you for entry onto our degrees. Delivered by INTO University of Stirling on our Stirling campus, you can benefit from excellent teaching and supportive English language training. Successful completion of the International Foundation in Media, Humanities and Social Sciences provides guaranteed progression to this degree.

If English is not your first language, you must have one of the following qualifications as evidence of your English language skills:

IELTS: 6.0 with 5.5 minimum in each skill
Cambridge Certificate of Proficiency in English (CPE): Grade C
Cambridge Certificate of Advanced English (CAE): Grade C
Pearson Test of English (Academic): 54 with 51 in each component
IBT TOEFL: 80 with no subtest less than 17

More information on our English language requirements

English language courses

If you need to improve your English language skills before you enter this course, our partner INTO University of Stirling offers a range of English language courses. These intensive and flexible courses are designed to improve your English ability for entry to this degree.

Find out more about our pre-sessional English language courses