

Course Title	BA (Hons) Multimedia and Broadcast Journalism
Final Award	BA (Hons) Multimedia and Broadcast Journalism
Interim Awards	Certificate of Higher Education in Multimedia and Broadcast Journalism Diploma of Higher Education in Multimedia and Broadcast Journalism BA Multimedia and Broadcast Journalism
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	
HECOS code (with Subject percentage Splits if applicable)	10439 broadcast journalism 100445 multimedia journalism
QAA Subject Benchmark	Communication-media-film-and-cultural-studies-QAA BS 2024
External Accrediting Bodies	BJTC Accreditation Requirements. 2005
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	No
Level 6 Top Up Option (online only)	<input type="checkbox"/> No
Study Load	<input checked="" type="checkbox"/> Full-time
Mode of study	<input checked="" type="checkbox"/> Face-to-face
Delivery Location(s)	<input checked="" type="checkbox"/> Ravensbourne University campus
Length(s) of Course(s)	3 Years FT
Type (open/closed)	Open
Validation period	Five years (September 2026 – September 2031)
Intended First Cohort Start Date	September 2026
Date produced/amended	January 2026
Course Leader	Peter Morgan
Course Development Team Members	Peter Morgan Chris Chandler
Course Administrative Contact	Yvonne Ochuba

Course Description

This course is aimed at developing graduates for the contemporary broadcast journalism environment and preparing students with the technical, journalistic, and legal knowledge that they need to become ethically sound, modern broadcast journalists.

Ravensbourne has a long and illustrious history of progressing students to the technical roles within the newsroom. Over time, the line between the technical roles and the journalistic roles has frayed – and the course is uniquely designed to meet this challenge.

The course prepares students for employment at a range of broadcasters and other media organisations.

This course equips students with the underlying professional skills and knowledge needed to succeed in a fast-paced broadcast environment. Whether live or within other workflows, graduates will be able to work under pressure and deliver to exacting editorial and legal industry standards.

This course nurtures journalistic experts who can service news and current affairs for the widest range of online and broadcast platforms. The evolving nature of technology means that boundaries between traditional media are blurring, but the need for journalistic and technical excellence is greater than ever.

To meet BJTC accreditation requirements, it is necessary to

1. Maintain a staff: student ratio of 1:15 for all practical activities.
2. Practitioners with recent relevant newsroom experience who can model professional editorial judgement, narrative construction and cross-platform reporting will be teaching on the course.

Course Aims

- Development of a range of journalistic broadcasting techniques and skills
- Practical experience and development of collaborative skills required within this sector (emotional intelligence: problem solving, communication, empathy)
- Engagement with industry to provide work-related opportunities that enhance employability
- Development of intellectual capability to contextualise production, while also enhancing research skills to enable critical analysis of contemporary issues and debates

Course Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the BA (Hons) Multimedia and Broadcast Journalism students will be able to:

Explore	Demonstrate industry standard knowledge in journalistic storytelling, editorial standards and technical competence.
Create	Choose appropriate research, investigative and practical methods in the field of journalism and deploy them, producing professional results.
Influence	Demonstrate industry standard awareness of journalistic techniques to inform and encourage debate on factual topics and their social and political context.
Integrate	Critically engage with complex primary and secondary sources, to produce factually accurate evidence-based arguments and explanations.

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the BA Multimedia and Broadcast Journalism students will be able to:	
Explore	Demonstrate knowledge of journalistic storytelling, editorial standards and technical competence.
Create	Apply research, investigative and practical methods in the field of journalism and deploy them in project work.
Influence	Demonstrate detailed knowledge of journalistic techniques to inform and encourage debate on factual topics and their social and political context.
Integrate	Engage with primary and secondary sources, to produce factually accurate evidence- based arguments and explanations.

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.	
On completion of the Diploma of Higher Education in Multimedia and Broadcast Journalism students will be able to:	
Explore	Show practical knowledge of journalistic storytelling, editorial standards and technical competence.
Create	Be aware of research, investigative and practical methods in the field of journalism and deploy them in project work.
Influence	Demonstrate awareness of journalistic techniques to inform and encourage debate on factual topics and their social and political context.
Integrate	Be aware of primary and secondary sources, and their use in producing factually accurate evidence- based arguments and explanations.

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.	
On completion of the Certificate of Higher Education in Multimedia and Broadcast Journalism students will be able to:	
Explore	Show basic knowledge of journalistic storytelling, editorial standards and technical competence.
Create	Be aware of basic research, investigative and practical methods in the field of journalism.
Influence	Demonstrate basic awareness of journalistic techniques to inform and encourage debate on factual topics and their social and political context.
Integrate	Show and understanding of primary and secondary sources, and their use in day to day journalism.

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge

	Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose, and solve problems. Attributes may include: <ul style="list-style-type: none"> Evaluate their own beliefs, biases, and assumptions Evaluate strengths, weaknesses, and fallacies of logic in arguments and information Apply lesson from the past or learned knowledge and skills to new and varied situations Devise and defend a logical hypothesis to explain observed phenomenon Recognise a problem and devise and implement a plan of action Recognise a problem and devise and implement a plan of action 	Explore, Create, Integrate, Influence
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one’s own emotions and moods; to discriminate among them and to use this information to guide one’s thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: <ul style="list-style-type: none"> Self-awareness & regulation (including metacognition) Mindfulness 	Explore, Influence, Integrate

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	<ul style="list-style-type: none"> • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making <p>Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy, and influence. Attributes may include:</p> <ul style="list-style-type: none"> • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring <p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p> <ul style="list-style-type: none"> • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience 	
<p>Cultural</p>	<p>The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding, and intercultural communication.</p>	<p>Influence, Integrate</p>
<p>Enterprise and Entrepreneurial</p>	<p>The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise, and Entrepreneurship Education 2018).</p>	<p>Create, Influence, Integrate</p>

Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework).	Explore, Create, Integrate, Influence
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	Explore, Create, Influence, Integrate,

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
<p>This programme integrates work-based learning with intensive study periods to deliver the range of learning outcomes. The learning and teaching methods have been carefully selected to address the challenges associated with this mode of study.</p> <p>Multimedia and Broadcast Journalism is a BA degree meeting the specific needs of companies in the broadcast and Journalism sectors. This differentiation is achieved by supplementing the main core taught units with specialist tutorials and external lectures that provide deep and broad learning opportunities, respectively.</p> <p>The learning experience is an evolving journey starting in the first year (Level 4) at an introductory level, progressing through the second year (Level 5) at an intermediate level, and culminating in the third year (Level 6) with an advanced level of taught modules, leading into 3 - 6 months independent work on a final project.</p>	<p>As students' progress, assessment points throughout the course enable students to practise and demonstrate the learning outcomes with confidence and receive formative and summative feedback.</p> <p>The grades received in the final stages constitute the Multimedia and Broadcast Journalism degree result.</p> <p>Each unit will have one or more mixed assessments appropriate to the learning outcomes. 30-credit modules will typically have two assessments. In some modules, you may be given an overall grade for the module and not individual grades for each assessment element.</p> <p>Work is usually submitted in electronic form and graded through assessments that are defined in Module Briefs and issued at the start of a module.</p> <p>Typical assessment methods are:</p> <ul style="list-style-type: none"> • Presentation (Individual / Group) • Demonstration (Individual / Group)

- Reports (Technical, Laboratory)
- Article / White Paper
- Video, Audio, and captioned Media
- Software Programme - Electronic Project
- Examination (typically online multiple choice)

Work Placement

In keeping with the course's commitment to equip students with the attributes of 'critical practitioners' needed for the contemporary world of work; we recognise the value of experiential learning through placement and workplace observation.

Students will undertake appropriate work placements. The course will increase students' opportunities to find placements by collaborating closely with the Careers team at Ravensbourne which connects employers to students who are looking for placements and internships. Furthermore, placements will be facilitated by a broad network provided by the course team, liaising also with local businesses and charities to develop links and civic engagement opportunities.

Taking advantage of Ravensbourne's London location, the modules will include industry speakers, talks and workshops, and give students the opportunity to develop networking skills leading to placements.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
MBJ26101	Rave Beginnings and Production Skills	x	Mandatory	30
MBJ26102	Storytelling for News		Mandatory	30
MBJ26103	Podcasting and Outside Broadcast	x	Mandatory	30
MBJ26104	Introduction to the newsroom		Mandatory	30
Total				120
Level 5				
MBJ26201	Law and Regulation		Mandatory	30
MBJ26202	Politics, Ethics and Public Administration		Mandatory	30
MBJ26203	Virtual Production		Mandatory	30
MBJ26204	Newsroom 2		Mandatory	30
Total				240
Level 6				
MBJ26301	Work Placement		Mandatory	30
MBJ26302	Final Major Project		Mandatory	30
MBJ26303	Impact Journalism		Mandatory	30
MBJ26304	Newsroom 3		Mandatory	30
Total				360

Learning Hours

Learning Hours (per 30 credit module excluding the Work Placement)			
Staff – Student Contact Hours		Independent Study Hours	
Taught hours	72	Independent Study, Self-Directed Study and Assessment	228
Total			300

Course Regulations

Entry Requirements

Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website [here](#)), and the course page on the [Ravensbourne University website](#) for course specific entry requirements.

Students should ideally have a background in journalism, history, politics, creative media, technology, science, or media. Experience in live events or theatre is also valuable. Applicants need to submit a portfolio of work.

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications in areas other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will have their portfolio assessed in accordance with

Ravensbourne’s Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

Conditions for Progression

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded BA (Hons) Multimedia and Broadcast Journalism

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Multimedia and Broadcast Journalism, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Multimedia and Broadcast Journalism, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. BA Multimedia and Broadcast Journalism (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?

NA

Student Support

<https://www.ravensbourne.ac.uk/student-services>

Assessment Regulations

<https://www.ravensbourne.ac.uk/staff-and-student-policies>

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Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 4 Modules				
Storytelling for News		X		
Introduction to the newsroom	X		X	X
Rave Beginnings and Production Skills	X		X	X
Podcasting and Outside Broadcasting		X	X	
Level 5 Modules				
Politics, Ethics and Public Administration	X			X
Law, and Regulation	X	X		
Newsroom 2	X			
Virtual Production		X	X	
Level 6 Modules				
Impact Journalism	X	X		X
Work Placement		X	X	X
Newsroom 3			X	
Final Major Project		X	X	X

Course Diagram

	Semester 1	Semester 2
Level 4	Rave Beginnings & Production Skills 30 credits	Storytelling for news 30 credits
		Podcasting and Outside Broadcasting 30 Credits
120 credits		Introduction to the Newsroom 30 credits
	Semester 1	Semester 2
Level 5	Law, and Regulation 30 credits	Politics, Ethics and Public administration 30 credits
		Virtual Production 30 Credits
120 credits		Newsroom 2 30 credits
	Semester 1	Semester 2

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Level 6	Work Placement 30 credits	Impact Journalism 30 Credits
120 credits	Final Major Project 30 Credits	
	Newsroom 3 30 credits	