



BIRMINGHAM CITY
School of Media

MEDIA

UNDERGRADUATE GUIDE



#IAMBCU

Birmingham City University

WHY STUDY A CREATIVE DEGREE IN BIRMINGHAM?

BASED IN THE CENTRE OF ENGLAND AND BURSTING WITH AMBITION, ENERGY AND ENTHUSIASM, BIRMINGHAM IS A FANTASTIC PLACE TO LIVE, STUDY AND WORK. WITH WORLD-CLASS ART, DRAMA, MUSIC, DANCE AND PERFORMING ARTS, IT HAS ONE OF THE GREATEST REPUTATIONS IN THE UK FOR ENTERTAINMENT. BIRMINGHAM IS ALSO HOME TO THE WORLD-FAMOUS JEWELLERY QUARTER WHICH PRODUCES 40% OF ALL THE JEWELLERY MADE IN THE UK.

Described as the youngest city in Europe, Birmingham has excellent transport links, amazing concert and sporting venues and beautiful historical buildings, including

the iconic Library of Birmingham. It also has some of the finest theatres, museums and galleries in the country, such as the Hippodrome, the Birmingham Repertory Theatre and the internationally acclaimed Ikon Gallery.

Birmingham is a champion of innovation and progression. Multiple locations around the city are receiving dynamic regeneration schemes to match the most impressive international cities. The extensive canal system, which is already larger than Venice, is set to undergo a complete transformation and a Games village is being built in Perry Barr for the 2022 Commonwealth Games.

With over 571 parks, Birmingham has more green spaces than any other European city. It's also home to the largest jazz festival in the UK and many other music, literature and food events. Film fans can head to Birmingham's former industrial heartland, Digbeth, where hit

TV show *Peaky Blinders* was filmed and tanneries and blacksmiths have given way to film production, gaming and creative agencies. Birmingham really is the perfect city for creative people to discover their full potential.

The city is home to a variety of media and cultural organisations. Our students have previously worked with BBC Birmingham, Maverick Television, Warwickshire County Cricket Club, newspapers, magazines, PR companies and local radio stations.

BBC Birmingham is based in the Mailbox which is only a short walk away from the University's City Centre Campus. Their TV and radio studios are the home of Midlands Today, BBC WM, and BBC3. A little further afield you'll find the BBC Drama Village in Selly Oak, which is where top BBC dramas, such as *Doctors*, are filmed.

ABOUT THE SCHOOL

HOME TO A RANGE OF FANTASTIC, INDUSTRY-STANDARD FACILITIES AND OUR HUFFPOST CENTRE FOR JOURNALISM, BIRMINGHAM SCHOOL OF MEDIA PRODUCES CRITICAL MEDIAMAKERS WHO CAN CONTRIBUTE FROM DAY ONE. YOU'LL 'MAKE' AND YOU'LL 'DO', BUT YOU'LL ALSO QUESTION 'WHY' AND 'HOW' YOUR WORK FITS INTO THE WORLD AROUND YOU. YOU'LL LEARN TO ADAPT AND THRIVE IN AN EVER-CHANGING MEDIA LANDSCAPE.

From the start of your course you'll learn to do media differently. All of our courses will give you a grounding in the fundamentals of your discipline so that you can use this knowledge to play, experiment, make and create. You'll learn how to think critically about the media and its current practice; become proficient as a media professional; work with and in the industry; and collaborate with others to build portfolios of work which showcase your talent.

You'll do this in partnership with our outstanding academic staff. They don't just know the media industry; they are the media industry. They've lived it. You'll be taught by world-leading researchers and renowned industry professionals whose combined expertise drives and shapes your academic experience. We'll also give you access to guest speakers, live projects, mentoring opportunities and work placements. Our focus is on making you industry-ready. That means becoming a media professional from day one, whether in the classroom or in one of the exciting work placements available through our School of Media JobBook.

We do all of this in our £62 million home in the city centre. Our facilities don't just look like those in the media industry, they are used by the industry. When you enter your chosen profession at the end of your studies, you'll be ready to create and to make a difference from your first day. Our TV, photography and radio studios and industry-standard edit suites will make creating your projects a truly professional experience. You will have access to specialised, sophisticated equipment for every area, including six radio studios, four TV studios, and the largest free-standing green screen in Europe.

We're also home to the HuffPost Centre for Journalism and the Birmingham Centre for Media and Cultural Research (BCMCR). Our unique partnership with HuffPost UK means Journalism students are set real-world challenges in modules, receive tutorials focused on news, lifestyle, politics and entertainment, and benefit from guest talks. BCMCR is home to influential media thinkers who help shape cultural policy across different areas of the media industry. They host weekly seminars which draw speakers from across the globe to share the latest research on the media industry.

The Birmingham School of Media is home to staff and students who are shaping the media landscape of tomorrow. Whether you want to study Media and Communication, Media Production, Film, Journalism, PR or Music Industries, you will learn how to #DoMediaDifferently so that you can become the inquisitive, creative, ambitious media professionals of the future.



"WE HAVE A LONG HISTORY OF PRODUCING THE NEXT GENERATION OF JOURNALISTS AND CREATIVE MEDIA PROFESSIONALS, WITH A STRONG EMPHASIS ON EMPLOYABILITY. THE POTENTIAL FOR OUR STUDENTS TO STAY HERE AFTER THEY GRADUATE TO WORK AT THE HEART OF A THRIVING MEDIA INDUSTRY IS ENERGISING."

Marverine Duffy, Senior Lecturer for Journalism courses



BA (HONS) MEDIA AND COMMUNICATION

Course code: P810
 Location: City Centre
 Duration: 3 years full-time
www.bcu.ac.uk/media-com
 Blog: www.bcu.ac.uk/media/news/blog
 Instagram: @bcuschoolofmedia
 Twitter: @bcumedia

OVERVIEW

Learn the skills you'll need for an exciting career in an ever-changing media landscape. Increasingly, media work doesn't just exist in traditional media industries, and what we understand by the term 'media' is constantly shifting. Businesses and organisations need talented and agile media workers who have exciting new ideas and who can create content across a wide range of media forms.

Our BA (Hons) Media and Communication course allows you to develop and experiment with media production skills across television, radio, web design, photography, public relations and music industries, and to experiment with how these forms of media production can combine to create new possibilities. We'll also teach you theoretical perspectives to develop your understanding of the media's role in society and to help you to push for innovation in your own production practice. Interactive teaching and learning is important to us, as it fosters an active and engaged community of thinking media workers. We encourage you to work on themes which matter to you for class work, projects and assignments. This gives you ownership of module content and greater freedom to discuss topics through applying their own practice.

Underpinning all of this is a commitment to your professional development to help you break in to the competitive media industry when you graduate. Helped by strong links with many influential media organisations, the blend of production, theory and professional studies will prepare you for the world of work.

FACILITIES

One of the UK's longest running media degree courses, the BA (Hons) Media and Communication course mirrors the workflow of the industry, offering practical, professional preparation for a rewarding career. Teaching takes place in environments where you gain most, such as radio, TV and photography studios, editing suites, computer suites, as well as lecture theatres, seminar rooms, social learning spaces and online. You will have access to the £62m fully-digital Media Centre, located on the City Centre Campus, which houses extensive studio and workshop space including four TV studios, six radio studios and broadcast-standard edit suites, as well as cutting-edge equipment and software.

Additionally, there is a thriving research culture in the School of Media. The Birmingham Centre for Media and Cultural Research (BCMCR) includes research active academic staff and undergraduate and postgraduate students too.

"I'D DEFINITELY RECOMMEND COMING HERE TO BIRMINGHAM CITY UNIVERSITY TO STUDY. NOT ONLY HAVE YOU GOT THESE FANTASTIC FACILITIES, BUT YOU'VE ALSO GOT LECTURERS AND TUTORS THAT HAVE BEEN IN THE INDUSTRY FOR MANY, MANY YEARS AND KNOW EXACTLY WHAT THEY'RE TALKING ABOUT. YOU ALSO GET HANDS-ON TIME, WHICH YOU DON'T GET EVERYWHERE, AS WELL AS TIME IN THE STUDIOS, WHICH REALLY GOT ME WHERE I AM TODAY."

Ben Stones, Producer, Station Sound, BBC Radio 1, 1Xtra, Radio 2, BBC 6 Music and BBC Asian Network

"BCU HAD EVERYTHING LOCATED IN ONE PLACE, AND THE VIBE WAS EXACTLY WHAT I WAS HOPING FOR FROM A COMMUNITY. I KNEW THAT BIRMINGHAM WAS THE RIGHT PLACE FOR ME TO TRY AND SEE WHAT I COULD DO WITH MY CREATIVE SKILLS."

Victoria Beni, BA (Hons) Media and Communication graduate



BA (HONS) MEDIA PRODUCTION

Course code: P311
Location: City Centre
Duration: 3 years full-time
www.bcu.ac.uk/media-production-ba
Twitter: @BCUMedProd
Blog: www.bcu.ac.uk/media/news/blog

OVERVIEW

Launch your career in the fast-paced media industry with our BA (Hons) Media Production degree. Prepare to become 'industry-ready' as you learn from tutors and guest speakers with a wealth of industry knowledge and expertise. Make useful contacts and get a head start with your work placements and gain professional skills as you use our industry-standard facilities to create your own media content. If you wish to make your mark in the media world, then this is the course for you.

BA (Hons) Media Production develops the key skills you'll need to enter the profession, alongside a range of transferable skills, which will help you gain employment in a range of careers. Previous School of Media graduates have gone onto employment in careers such as researchers, producers, editors, reporters and many more!

Highly regarded across the creative sector, our School of Media has fantastic links with industry, thanks to our blend of technical and academic studies - meaning your learning will always be relevant and up to date with current media industry practices.

FACILITIES

You'll create your TV content in our four industry-standard TV studios, learning about all the important roles as you go. You'll

learn how to shoot single camera and edit on Adobe Premiere and Avid suites and develop the technical and personal skills you'll need to operate a TV studio effectively. You'll also learn how to develop and pitch your own ideas, a necessary skill in today's competitive industry.

When you work in our enviable complex of six radio studios, you'll be getting to grips with how to operate a studio, present a show, record interviews, and use digital technology to edit and mix sound. As you progress through the course, you'll put together music radio shows, short features and podcasts, with the ultimate aim of running a live radio station at the University.

This is a truly stimulating course, which will immerse you in the practical aspects of programme-making and content creation. You'll have ample opportunity to follow your own interests and make documentaries, dramas, music shows, and studio programmes for both television and radio.

"MY TIME AT UNIVERSITY HAS ALLOWED ME TO BUILD THE NECESSARY SKILLS TO HAVE A SUCCESSFUL CAREER IN THE MEDIA INDUSTRY AND I HAVE DEVELOPED SKILLS THAT CAN BE TRANSFERRED AND USED FOR THE REST OF MY LIFE."

Chloe Bingham, BA (Hons) Media Production graduate



BA (HONS) JOURNALISM

Course code: P503
 Location: City Centre
 Duration: 3 years full-time
www.bcu.ac.uk/journalism-ba
 Blog: www.bcu.ac.uk/media/news/blog
 Twitter: @BCUJournalism

OVERVIEW

Get practical, professional preparation for a career in journalism with our BA (Hons) Journalism degree course. You'll get the chance to develop the skills you'll need to cover stories for print, digital, TV and radio, as well as exploring the global impact of journalism on audiences.

You'll be armed with a mobile reporting kit to give you a chance to work as a real reporter from day one. We pride ourselves on teaching creative, contemporary journalism underpinned by traditional values and skills. That means learning the core media and communication skills that every working reporter needs before you specialise in an area that interests you. You'll be challenged academically – often by some of the industry's leading names – and you'll be expected to undertake meaningful work experience placements in media environments, and work on live stories, learning how to craft a story in a way that engages the audience.

By the time you graduate, you'll be a thinking journalist with a specialism in news, broadcasting, features, or design. You'll also be adaptable to the changes that the industry faces. Our graduates have gone on to work for Sky, BBC, Trinity Mirror and the Express & Star. Others have scooped prestigious awards at the Midlands Media Awards while still studying.

FACILITIES

Teaching is conducted across a range of environments, including our industry-standard HuffPost newsroom, radio and TV studios, editing suites, computer classrooms, lecture theatres, seminar rooms and online learning environments. Thanks to the mobile reporting kits you'll be armed with, there's also the chance to learn with classes held 'on location'.

The Live Newsroom modules offer an opportunity to apply practical mobile reporting skills in a real-world environment for platforms including TV, radio, print and digital. Our strong links with key journalism organisations means you'll also get the chance to work on live briefs as well as producing content for our award-winning Birmingham Eastside website.

INDUSTRY LINKS/PLACEMENT OPPORTUNITIES

Regular guest speakers and visiting lecturers from newspapers, broadcast, magazines and online publications will provide you with an insight into the modern journalism industry. By working with specialists in their field you will be able to learn how to bring stories to life. You'll also get the chance to engage directly with industry through activities such as hack days and projects with the likes of the BBC, The Times and Trinity Mirror.

We have excellent links with a number of national, regional and local outlets, with students regularly taking up placements with the likes of Sky and the BBC. The School strongly believes in the practical application of learning and is fortunate to have very strong links with employers and the media industry.

Students on placements have worked with a wide range of organisations including the BBC, Maverick Television and Trinity Mirror.

"BCU ACKNOWLEDGES THE FACT THAT NOT EVERYBODY WILL ALREADY HAVE MEDIA CONTACTS, SO THEY GIVE YOU THE OPPORTUNITY TO MAKE THEM WHILE YOU'RE THERE. I BELIEVE THAT STUDYING AT BCU WAS EASILY THE BEST DECISION I'VE EVER MADE FOR ENTERING THE INDUSTRY."

Kirsty Card, BA (Hons) Journalism graduate



BA (HONS) SPORTS JOURNALISM

Course code: P601
 Location: City Centre
 Duration: 3 years full-time
www.bcu.ac.uk/sports-journ
 Blog: www.bcu.ac.uk/media/news/blog
 Twitter: @BCUJournalism

OVERVIEW

Get practical preparation for a career in sports journalism with our BA (Hons) Sports Journalism degree course.

The course is delivered by industry experts from broadcast, print and digital and provides a strong foundation for a future professional career with a range of sports outlets. You'll get the chance to develop the skills to cover a range of sports stories for print, digital, TV and radio, including covering live matches and competitions, interviewing key figures and running collaborative liveblogs.

You'll also explore the global impact of sports journalism on audiences. You will be armed with mobile reporting kits to work as a real reporter from day one. We pride ourselves on teaching creative, contemporary journalism underpinned by traditional values and skills. That means learning the core media and communication skills that every working reporter needs.

You'll be challenged academically – often by some of the industry's leading names – and you'll be expected to undertake meaningful work experience placements in media environments, and work on live stories, learning how to craft a story in a way that engages the audience. By the time you graduate, you'll be a thinking journalist with a specialism in sports.

You'll also be adaptable to the changes that the industry faces. Birmingham City University's journalism graduates have gone on to work for Sky, BBC, Trinity Mirror and the Express & Star. Others have scooped prestigious awards at the Midlands Media Awards while still studying.

FACILITIES

The HuffPost newsroom is home to all School of Media journalists and, together with our industry-standard TV and radio studios, you will be at the heart of the action, covering a range of stories, preparing coverage for our award-winning Birmingham Eastside website and other partner outlets.

INDUSTRY LINKS/PLACEMENT OPPORTUNITIES

As with the Journalism course, you can expect to benefit from insights from regular guest speakers and visiting lecturers from newspapers, broadcast, magazines and online publications which will provide you with an insight into sports journalism today. Our strong links with key journalism organisations means you'll also get the chance to work on live projects throughout the course. Teaching is delivered in industry-standard facilities, as well as on location at matches and events thanks to our focus on mobile reporting. Our HuffPost newsroom also allows for collaborative work as part of the wider journalism community.

By tackling real stories, you will quickly develop a sense of the impact they can have. There will be a chance to undertake placements as well as embed yourself within communities and sports organisations to tackle key issues in real depth.

The focus on innovation and entrepreneurship will encourage you to think critically about the journalism landscape. This will allow you to be one step ahead of the game and spot the next big move in the world of sports journalism.



BA (HONS) PUBLIC RELATIONS AND MEDIA

Course code: P2P3
 Location: City Centre
 Duration: 3 years full-time
www.bcu.ac.uk/pr-and-media
 Instagram: [BCUWeArePR](https://www.instagram.com/BCUWeArePR)
 Twitter: [@BCUWeArePR](https://twitter.com/BCUWeArePR)
 Blog: www.bcu.ac.uk/media/news/blog

92%

OVERALL SATISFACTION IN THE NATIONAL STUDENT SURVEY 2021

OVERVIEW

Public Relations is all around us. Brands, businesses, celebrities, charities, politicians and everyone in between use PR as a means to spread messages, inform understanding and influence the way we behave. Creative PR practitioners run multi-channel campaigns, liaise with journalists and producers, collaborate with influencers and run social media channels - whatever it takes to raise awareness, encourage engagement and inspire action on behalf of the organisation they work with.

If you want to change the world, this PR course is the one for you. Likewise, if you want to work with household names or launch new products, services or initiatives, BCU is the place to learn the skills needed for a fast-paced, exciting and rewarding media and communications career.

Did you know that for every journalist in the UK, there are at least three PR or communications professionals? This is because PR is the thread by which media, social media and communications is held together in a time of instant news, information and entertainment.

Join a course recognised by the Chartered Institute of Public Relations and proud of its close links with industry. They work with us, providing many and varied guest speakers who contribute insights and live projects, as well as a supportive mentor scheme offered by practitioners in the region and beyond.



INDUSTRY LINKS/PLACEMENT OPPORTUNITIES

During the live agency modules, you will have the opportunity to work as part of a team to respond to internal and external briefs. You will also seek placements in practice to enhance your understanding and applied skills, with support provided by the teaching team and a vast network of contacts at your disposal.

KNOWLEDGE AND PROJECTS

Informed by the working approaches of top PR, communication and digital teams across the UK and beyond, this course will develop your understanding, awareness and appreciation of PR as a concept and a discipline. You'll become a critical media consumer and you'll draw upon your own areas of interest to assess influence and impact in action. You'll turn this knowledge into your own creative campaigns, so from the moment you begin, you will be able to build an impressive production portfolio that will make you stand out from the recruitment crowd.

"AFTER GRADUATING, I LANDED MY DREAM JOB! I'M NOW A SOCIAL MEDIA EXECUTIVE AND I'M LOVING EVERY MINUTE!"

Karlle France, BA (Hons) Public Relations and Media graduate and Social Media Executive at spottydog communications

"THE THREE YEARS FLEW BY SO QUICKLY, BUT BECAUSE THE LECTURERS WORK HARD ON MAKING THE MODULES ENGAGING AND RELEVANT TO YOUR CHOSEN INDUSTRY, YOU GET PREPARED FOR GRADUATE WORK AND ARE ABLE TO BUILD A PORTFOLIO OF PROJECTS THAT ARE RELEVANT AND CAN HELP YOU WITH FUTURE JOB INTERVIEWS. SO OVERALL, I'D SAY IT'S BEEN BRILLIANT!"

Lindelani Moyo, 2021 PR graduate from Birmingham School of Media





BA (HONS) MUSIC INDUSTRIES

Course code: W390
 Location: City Centre
 Duration: 3 years full-time
www.bcu.ac.uk/music-industries-ba
 Instagram: [bcu_music_industries](https://www.instagram.com/bcu_music_industries)
 Twitter: [@BcuMusic](https://twitter.com/BcuMusic)
 Blog: www.bcu.ac.uk/media/news/blog

OVERVIEW

This degree will put you at the heart of music in the UK, with coursework designed to equip you with the skills, knowledge, and experience, not just to work in, but to shape the music industries.

Music is one of the UK's biggest cultural exports. It's worth an estimated £5.2bn to the UK economy, and sustains almost 191,000 jobs.

The programme is tailor-made for anyone seeking to develop a career in music, or with an interest in music as relating to wider creative and cultural industries.

Studying in our industry-standard media centre in the heart of Birmingham, you'll develop skills through a combination of hands-on learning, supported by critical investigation into the creative cultures, fans, and practices that make the UK music industries world-leading. You will have the opportunity to apply these skills and knowledge through work placements with key organisations within the UK music industries.

INDUSTRY LINKS/PLACEMENT OPPORTUNITIES

During your time on the course you will have the opportunity to gain real-world experience and develop industry contacts and experience through work placements and collaborative projects with our industry partners in Birmingham's expanding music sector.

You will also have the opportunity to set up a record label, promote artists or organise a music event for a paying audience. You will develop practical business know how, applying your skills to a creative music enterprise project, as well as exploring music

entrepreneurship, music online, music promotion and PR, music video, and television and music programming.

In your final year of study you will complete a final major project, drawing together the strands of knowledge, skills, and experience that you gained during your time with us.

FACILITIES

We provide specialised, sophisticated equipment for every area in our £62 million home, The Parkside Building. This includes six radio studios, four TV studios, one of the largest free-standing green screens in Europe, editing suites, music production studios, a new media suite, a newsroom and photography studios (including a half and a full infinity cove).

As a BA (Hons) Music Industries student you will benefit from our membership of UK Music's Music Academic Partnership.



The BA (Hons) Music Industries course is really proud to be a signatory of Keychange, an international gender equality movement advocating for equal representation in the music industries.

"THE COURSE WAS VITAL IN ME GETTING MY JOB AS SOCIAL MEDIA AND PROMOTIONS INTERN AT THE NEC GROUP. I LEARNT THINGS THAT I NOW USE IN MY DAY-TO-DAY WORKING LIFE SUCH AS EVENT PLANNING AND MANAGEMENT, PROMOTIONAL SKILLS, WORKING TO DEADLINES, AND TIME MANAGEMENT."

Charlotte Smith, BA (Hons) Music Industries graduate

WHY STUDY A FOUNDATION DEGREE?

BEGIN YOUR JOURNEY TOWARDS A CAREER IN MEDIA BY STUDYING ON ONE OF OUR FOUNDATION COURSES. OUR FOUR YEAR PROGRAMMES HAVE BEEN SPECIFICALLY DESIGNED TO ALLOW YOU TO UNDERTAKE ADDITIONAL LEVEL 3 STUDY, TO ENSURE YOU ARE SUCCESSFUL ON YOUR CHOSEN DEGREE.

The foundation degree helps you develop practical skills in media content creation alongside academic skills in writing, research and referencing. You'll also acquire important transferable skills such as project management and team working. After successful completion of your foundation year, you will have the flexibility to switch onto a number of related undergraduate degree programmes within Birmingham School of Media or the School of Games, Film and Animation.

Foundation routes are available for the following programmes:

BA (Hons) Media and Communication
 BA (Hons) Media Production
 BA (Hons) Public Relations and Media
 BA (Hons) Music Industries
 BA (Hons) Sports Journalism
 BA (Hons) Journalism

BA (Hons) Film and Screenwriting
 BA (Hons) Film Making

BA (Hons) Popular Music

We also offer a **HND in Media and Communication**, delivered at one of our highly regarded partner institutions, Birmingham Metropolitan College. For more details, go to: www.bcu.ac.uk/media-com-hnd

Entry requirements:
 80 UCAS tariff points from A/AS Levels (or their equivalent)



CREATIVE CAREERS

A BIG FACTOR IN CHOOSING A DEGREE IS WHETHER THE COURSE WILL LEAD TO EMPLOYMENT AND A GOOD CAREER. CAREER OPPORTUNITIES IN THE CREATIVE INDUSTRIES ARE INCREASING, WITH EMPLOYMENT IN THE SECTOR GROWING FIVE TIMES FASTER THAN THE NATIONAL ECONOMY. BIRMINGHAM IS FAMED FOR ITS WORLD-CLASS ENTERTAINMENT VENUES, ART GALLERIES AND MUSEUMS AND A RICH HERITAGE IN ARTS AND CULTURE, SO WHERE BETTER TO STUDY AND WORK THAN IN THE UK'S SECOND CITY?

Recent creative degree graduates have progressed into a range of diverse and rewarding careers, including research, editing, journalism, content creation, production and PR roles, event management, and even becoming business owners. Did you know that one in 10 of Birmingham City University alumni started or managed a business after graduating?*

Many students said that collaborating with peers from other creative courses really enriched their learning experience and encouraged them to consider alternative career options.

As a graduate of a creative degree your skills and knowledge will be sought after by employers. Creativity transcends boundaries and is a highly valued skill in a wide variety of roles. Creative individuals bring fresh ideas and 'outside the box' thinking and offer new solutions to challenging problems. The skills learnt in creative environments translate perfectly to the modern world and can be applied to the most practical of jobs.

*Hitachi Capital Invoice Finance



"I OWE MY CAREER TO BCU! IT ENSURED THAT I WAS FULLY EQUIPPED WITH ALL THE SKILLS AND KNOWLEDGE TO MAKE ME A QUICK-THINKING AND CONFIDENT MEDIA PROFESSIONAL."

Luisa Higgins, Media & Communications Manager at Westside Business Improvement District

ENTRY REQUIREMENTS

80 UCAS points
 BTEC Level 3 National Diploma (2002 - 2010)
 Pearson BTEC National Extended Diploma (2016 - present)
 Pearson BTEC Extended Diploma (QCF) (2010 - 2016)
 GCSE English Language at grade C/4 or above



"ONE OF THE MAIN REASONS I DECIDED TO GO TO BCU OVER ANY OTHER UNIVERSITY IS BECAUSE ON MY OPEN DAY THE HEAD OF FACULTY SAID "OUR AIM IS NOT TO GET YOU A DEGREE, OUR AIM IS TO PROVIDE YOU WITH THE KNOWLEDGE AND SKILLS TO LEAVE HERE AND GET A JOB." IT'S SOMETHING THAT REALLY RESONATED WITH ME AND IS SOMETHING THAT WAS 100% TRUTHFUL. MY COURSE WAS RUN BY TUTORS WHO HAD WORKED IN THE INDUSTRY AND THE COURSE CONTENT REALLY REFLECTED THIS. I LEARNED A LOT OF SKILLS THAT PREPARED ME TO GET A JOB AFTER GRADUATING RATHER THAN JUST LEARNING CONTENT IN ORDER TO PASS AN EXAM, WHICH IS SOMETHING I DON'T THINK A LOT OF UNIVERSITIES COULD HONESTLY SAY THEY DO."






Liv Dias, BA (Hons) Media and Communications graduate and Runner at BBC Studios



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