

Module Specification

Module Summary Information

1	Module Title	Professional and Academic Development
2	Module Credits	20
3	Module Level	4
4	Module Code	MED4131

5	Module Overview
<p>Professional and Academic Development will help you develop skills which enable you to understand the nature of the media industries, your own potential and your position within it. Through a mixture of self- driven career planning, work placements and critical reflection, you will develop, apply and hone the skills and knowledge you have learned to a range of media environments. This will assist you in becoming adaptable, resilient and reflective media focused professionals.</p> <p>This year one module aims to support the development of a range of core professional and academic skills required for successful study. It will familiarise students with the world of work and introduce a range of transferable, personal, communication and presentation skills that will assist you in the process of self-promotion.</p>	

6	Indicative Content
<p>You will develop an understanding of the organisation and working practices of media professionals and ultimately the career opportunities within media organisations and across the broader industry. This module will also be a first step to familiarise you with the academic skills you will need during your degree to support your development as a successful student in higher education. Professional experience will be an integral part of the module with a requirement to undertake a media related work placement during the year.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Identify, evaluate and present key media and transferable skills to support your successful professional and academic development.
2	Identify key goals to enhance academic development and prepare for a media related work placement.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2	x		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200