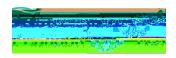


COURSE SPECIFICATION

Each course requires an individual and tailored Course Specification document, inespective of the Course Cluster in which it sits arof other courses with which it may share common modules.

Course Aimand Title	BA (Hons) Football Business and Media			
Internediate Awards Awailable	Certificate of Higher Education Diploma of Higher Education Ordinary Degree			
Teaching Institution(s)	UCFB Manchester Campus UCFB Wenthley			
Alternative Teaching Institutions (for local anangements see final section of this specification)	n⁄a			
UELAcadenic School	School of Arts & Creative Industries			
UCAS Code	tbc			
Professional Body Accreditation	n⁄a			



Course Aims and Learning Outcomes

This cause is designed to give students the appartunity to

Prepare for careers within the football media industries including journalism, media officer; Public Relations executive and the related broadcast industries such as TV and radio

Gain a detailed academic knowledge of how the football media industry and practical experience of working in the football media environment.

Develop communication, analytical, technical, and problems dwing skills demanded for career advancement in the football media inclustry.

Engage with the sports industry throughout the course, utilising professional partnerships and distinctive, course tailored delivery locations.

What students will learn

Knowledge

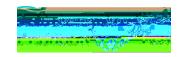
Critically appraise the structure and operation of the football media inclustry. Evaluate the importance of the various digital and traditional media in connecting football and its fans, stakeholders and customers.

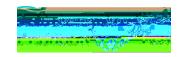
Analyse the legal and ethical fiameworks applicable to the media industry. Evaluate core media terms, correpts, tools and techniques used in the football media industry.

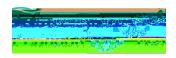
Critically analyse the techniques used in and the processes of creating audio and visual media, including traditional and digital pathways

Thirling skills

Engage in critical thinking analysis, and decision making to solve







Costs will be dependent on the students' choice of accommodation. If assistance if required to identify suitable accommodation this carrusually be provided. Costs for city centre accommodate vary dependent on times, these are likely to be between £50 £150 per right.

Stationery equipment - paper and pens are required Costs will vary dependent of student choice.

Books, journals and periodicals – books will be available to access in the UCFB GIS and UEL library. If students wish to purchase books they can do so, however this is not a requirement.

Printing – printing credits are required to print documents on UCFB|GIS sites. Copies are 5p for black and white and 15p for colour.

DBS dreds - typically up to £50

Field trips - contribution requested

Please note costs will vary depending an individual needs.

Alternative Locations of Delivery

This course is taught by UCFB (GIS in Manchester (Manchester Campus) and Lordon (Wenthley) and is awarded by the University of East Lordon