



## **COURSE SPECIFICATION**

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

<b>Course Aim and Title</b>	<b>BA (Hons) Football Business and Media</b>
<b>Intermediate Awards Available</b>	<b>Certificate of Higher Education Diploma of Higher Education Ordinary Degree</b>
<b>Teaching Institution(s)</b>	<b>UCFB Manchester Campus UCFB Wembley</b>
<b>Alternative Teaching Institutions (for local arrangements see final section of this specification)</b>	<b>n/a</b>
<b>UEL Academic School</b>	<b>School of Arts &amp; Creative Industries</b>
<b>UCAS Code</b>	<b>tlc</b>
<b>Professional Body Accreditation</b>	<b>n/a</b>



## **Course Aims and Learning Outcomes**

**This course is designed to give students the opportunity 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 problem-solving skills demanded for career advancement in the football media industry.**

**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 industry.**

**Evaluate the importance of the various digital and traditional media in connecting football and its fans, stakeholders and customers.**

**Analyse the legal and ethical frameworks applicable to the media industry.**

**Evaluate core media terms, concepts, 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**

### **Thinking skills**

**Engage in critical thinking analysis, and decision making to solve**











**Costs will be dependent on the students' choice of accommodation. If assistance is required to identify suitable accommodation this can usually be provided. Costs for city centre accommodation vary dependent on times, these are likely to be between £50-£150 per night.**

**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 checks - typically up to £50**

**Field trips - contribution requested**

**Please note costs will vary depending on individual needs.**

### **Alternative Locations of Delivery**

**This course is taught by UCFB|GIS in Manchester (Manchester Campus) and London (Wembley) and is awarded by the University of East London.**