

## Media

Robert Gordon University

### Content

Year 1:

The Media Business; Visual Culture and Design; Marketing; Communication Principles and Practice; Digital Media Platforms and Practices; Creative Short Film Making.

Year 2:

Documentary Discourse and Practice; Introduction to Media Law; Advertising Communication; Media Production Project; Media Semiotics and Discourse; Web Design.

Year 3:

Media History; Interactive Media Project; Communication Project Management; 12-week Placement OR 6-week Placement OR Professional Project OR Business Start-Up in the Creative Industries AND Creative Industries Theory and Practice.

Year 4:

Research Methods and Research Project Media Strategy.

Four elective modules from: Postmodern Culture; Celebrity Culture; Digital Journalism in Practice; Cinema and Society; Women and the Media; Business Creativity.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

P300

### Course Length

4 years

## Department

School of Creative and Cultural Business

## Entry Requirements

2023 entry requirements

Standard entry: 4 Highers at BBBB including English or another English based subject.

Widening access entry: 3 - 4 Highers at BBC or BCCC including English or another English based subject at B.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Garthdee House  
Garthdee Road  
Aberdeen  
AB10 7QB

## Website

[www.rgu.ac.uk](http://www.rgu.ac.uk)