

Media and Communication

Glasgow Caledonian University

Content

Year 1

Broadcast and Online Production 1, Media Analysis 1, Media Industries 1, The Business of Sociology and Workplace Culture and Behaviour

Year 2

Media Industries 2, Broadcast and Online Production 2, Introduction to PR and an option of Feature Writing and Magazine Journalism or The Business of Music

Year 3

Media Analysis 2, Research Methods, Enterprise Value Challenge, and option module including: Creative Advertising, Analysing Music Media, TV Drama, Intermediate Dramatic Screenwriting, PR Campaigns: Planning and Proposals and European Film History

Year 4

Honours Dissertation and Media Project, additional modules from a selection.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

PP93

Course Length

4 years

Faculty

Glasgow School for Business and Society

Department

Media and Journalism

Entry Requirements

2022 entry requirements

Standard entry: 4 Highers at ABBB including English.

Widening access entry: 4 Highers at BBBC including English at B.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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