### PART 1 – MA SPORTS JOURNALISM/PGD JOURNALISM PROGRAMME SPECIFICATION

<table>
<thead>
<tr>
<th></th>
<th>Awarding institution</th>
<th>Partner institution and location of teaching (if applicable)</th>
<th>Type of collaborative arrangement (if applicable)</th>
<th>Award title</th>
<th>Final award</th>
<th>Interim award(s) with award titles (if specific titles have been designated)</th>
<th>School with responsibility for the programme</th>
<th>Language of study</th>
<th>Joint Honours combinations</th>
<th>UCAS code</th>
<th>JACS code</th>
<th>Professional, Statutory or Regulatory Body (PSRB) accreditation / recognition</th>
<th>QAA subject benchmark or other relevant external reference point</th>
<th>Normal completion time and maximum duration of study</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>St Mary’s University, Twickenham</td>
<td>News Associates and Sportsbeat (Teaching takes place at News Associates, Wimbledon and St Mary's University, Twickenham)</td>
<td>Part-franchise</td>
<td>MA Sports Journalism/ Postgraduate Certificate in Journalism</td>
<td>MA</td>
<td>Postgraduate Certificate (PGCert) in Journalism/Sports Journalism, Postgraduate Diploma (PGDip) in Sports Journalism</td>
<td>Arts and Humanities</td>
<td>English</td>
<td>N/A</td>
<td>N/A</td>
<td>The Programme was re-accredited by the National Council for the Training of Journalists (NCTJ) in May 2015 for two years.</td>
<td>There is not an appropriate Master’s degree QAA subject benchmarking statement published for the MA Sports Journalism to be mapped against. Therefore the programme specification has been developed in accordance with the Level 7 descriptors identified in The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), the NCTJ Diploma in Journalism and the QAA Characteristics Statement for Master’s Degrees (2015).</td>
<td>Normal completion time: Full-time study – one year Part-time study – two years The overall duration of study for a full-time Masters Programme from initial registration to completion of programme requirements shall be one calendar year or two semesters as prescribed by the programme (i.e. September to September). A part-time Masters programme shall normally be followed over</td>
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</table>
four or six consecutive semesters as prescribed by the programme. A part-time programme of study leading to a Postgraduate Certificate shall last no less than two consecutive semesters. A part-time programme of study leading to a Postgraduate Diploma shall last no less than four consecutive semesters. Individual applications for remission of the Regulations concerning duration of study may be approved by the appropriate University Examinations Board on the recommendation of the Academic Registrar.

| 15 | Mode of study | The mode of attendance is full-time or part-time. Students may mix both modes of study at different stages with the approval of the Programme Director and Academic Registrar. |
| 16 | Mode of delivery | Face to face. |
| 17 | Date approved and name of authorised body | A&H STLQEC, June 2017 |
| 18 | Applies to students commencing study in (month/year) | September 2017 |

**PART 2 – CURRICULUM SPECIFIC DETAILS**

| 19 | Summary of the programme | A one year practical sports journalism course accredited by the National Council for the Training of Journalists. |
| 20 | Aims of the programme | **Primary Aims of the Programme**

These are underpinned by the FHEQ and mapped against the NCTJ Diploma in Journalism and the QAA Masters’ Degree Characteristics

The programme aims to:

1. provide a comprehensive programme of journalism training, taught in collaboration between News Associates and St. Mary’s University.
2. produce highly qualified postgraduates with a range of specialist and transferable skills in order to prepare them for careers in journalism and other related professions.
3. reflect current professional practice.
4. be an accredited centre of excellence for sports journalism.
5. select students based on their ability, commitment and potential to succeed in journalism and sports communications. |
| 21 | Criteria for admission | **Criteria for Admission**

- Applicants must satisfy the general admissions requirements of St Mary's University outlined in the Admissions Policy. Candidates will normally be expected to possess an honours degree from a UK or an appropriate International honours degree equivalent, or an appropriate professional experience combined with a desire and capacity to study at postgraduate level for a career in journalism. Every applicant will be required to submit samples of their journalism and sit an entrance test. Students can then
Students whose first language is not English must have achieved an overall score of 7.0 in IELTS (International English Language Testing System) with a score of 7.5 in the written component of the test. They will also have to pass the programme's entrance test.

Credit Accumulation and Transfer, and Accreditation of Prior Learning

Students who have undertaken study or learning elsewhere may apply for exemption from a proportion of a University programme of study and be given entry with advanced standing (e.g. at a point beyond the beginning of FHEQ Level 4) and exemption from parts of their programme. The learning which may merit advanced standing is as follows:

- Relevant credits, i.e. credits at an appropriate level and in an appropriate subject, earned in another institution or in other institutions;
- Relevant certificated prior learning.

The relevance, status and currency of the prior learning will be considered by the Academic Registrar on the advice of the Programme Director. The University will accept applications for accreditation of prior experiential or uncertificated learning for entry to Masters or other professional programmes as determined by the Programme Director on the advice of the Academic Registrar. The University will accept applications for the accreditation of prior uncertificated learning for particular modules as outlined in the regulations for programmes of study.

The maximum number of credits for which exemption may be given are as follows:

- Postgraduate Certificate up to 30 credits
- Postgraduate Diploma up to 60 credits
- Master's Degree up to 90 credits

Students who are given entry with advanced standing to a Masters programme may be exempted from taught elements only.

<table>
<thead>
<tr>
<th>Scheduled learning time (the number of guided learning hours (GLH) is 10 hours per 1 credit)</th>
<th>[This section should detail the total number of hours in each KIS category and express them as a percentage. Completion of this section is essential for accurate data reporting. If a row is not relevant to the programme of study, please complete with zero rather than leaving blank]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of learning time</td>
<td>Number of hours</td>
</tr>
<tr>
<td>Contact time</td>
<td>690</td>
</tr>
<tr>
<td>Placement/work-based learning hours</td>
<td>180 (optional)</td>
</tr>
<tr>
<td>Guided learning</td>
<td>n/a</td>
</tr>
<tr>
<td>Programme learning outcomes</td>
<td>23</td>
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<td>-----------------------------</td>
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</tr>
<tr>
<td>hours</td>
<td></td>
</tr>
<tr>
<td>Independent study time</td>
<td>1,110 (includes optional work placements)</td>
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<tr>
<td>TOTAL*</td>
<td>1800</td>
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</table>

The MA programme provides opportunities for students to achieve and demonstrate the following learning outcomes, the articulations of which are congruent with SEEC Level 7 Descriptors:

Knowledge and Understanding

1. The practical knowledge, skills and attitudes required to become a successful journalist.
2. A critical awareness of the key theories and techniques of journalism.
3. An ability to apply these concepts and techniques to sports communications: reporting, research, writing news, match reports, scripts and press releases, interviewing, feature writing, live reporting etc.
4. A professional understanding of what makes events and stories newsworthy.
5. A critical appreciation of how news and public relations is produced and specifically how a sports desk functions within the context of a news gathering organisation.
6. A critical understanding of digital journalism, social media and online sport communications.
7. The ability to work in broadcast media and online news production, including the skills to produce content on multimedia platforms.
8. A critical awareness of public affairs and its relevance to sports news.
9. A critical awareness of media law and the professional standards (legal and ethical) that journalists must aspire and adhere to.
10. An awareness of the interdisciplinary and commercial nature of journalism and the tensions that exist between theory and practice.

Cognitive skills

11. The ability to interpret, analyse and synthesise information quickly from a range of relevant sources.
12. The ability to accurately construct and verify stories from a range of complex, incomplete and potentially contradictory sources.
13. The ability to evaluate the strengths and limitations of various news stories and be able to apply this critical judgement to their own work.
14. The ability to solve complex problems (collectively and independently)
15. The ability to act autonomously in planning and implementing tasks at a professional level, making decisions in complex and unpredictable situations.
16. The ability to engage in reasoned debate.
17. Demonstrate a capacity for creative and innovative thinking.

Transferable and practical skills

18. Communicate effectively, adhering to established journalistic conventions of writing, online communications and news production.
19. Demonstrate an awareness of the choices and constraints in a modern
newsroom and be able deliver work to a given length, format, brief and
deadline.
20. Work effectively as part of a team in the workplace, showing abilities at
different times to listen, solve problems, contribute and lead effectively.
21. Work in flexible, creative and independent ways, demonstrating
organisational and time management skills, while making effective use of
available resources.
22. The ability to organise and manage tasks with minimum guidance.
23. Produce work showing a professional level of competence in the operational
aspects of multimedia and digital technologies, techniques and practices.
24. An ability to write in shorthand at speed or subedit copy accurately to a set
deadline.

24 Programme structure and module requirements

Candidates satisfactorily completing 60 FHEQ Level 7 credits, including
20SPJ7009: Sports Journalism, will be eligible for the award of a Postgraduate
Certificate in Sports Journalism.

Candidates satisfactorily completing 60 FHEQ Level 7 credits, including
20SPJ7010: Reporting and News Writing, will be eligible for the award of a
Postgraduate Certificate in Journalism.

Candidates satisfactorily completing 120 FHEQ Level 7 credits will be eligible for
the award of a Postgraduate Diploma in Sports Journalism.

Candidates who accumulate all 180 FHEQ Level 7 credits will be eligible for the
award of the Degree of MA in Sports Journalism, of which 60 shall be associated
with the submission of a Project.

FHEQ Level 7 Modules

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>No. of credits</th>
<th>Sem of delivery</th>
<th>Module status</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPJ7009</td>
<td>Sports Journalism</td>
<td>20</td>
<td>1&amp;2</td>
<td>Core for MA &amp; PgD &amp; PgC Sport Journalism/Option for PgC Journalism only</td>
</tr>
<tr>
<td>SPJ7010</td>
<td>Reporting and News Writing</td>
<td>20</td>
<td>1&amp;2</td>
<td>Core for MA &amp; PgC Journalism/Option for PgC &amp; PgD Sports Journalism</td>
</tr>
<tr>
<td>SPJ7011A</td>
<td>Core Skills for Journalists (Short Hand)</td>
<td>20</td>
<td>1&amp;2</td>
<td>Core for MA/Option for PgC &amp; PgD Sports Journalism</td>
</tr>
<tr>
<td>SPJ7011B</td>
<td>Core Skills for Journalists (Sub-editing)</td>
<td>20</td>
<td>1&amp;2</td>
<td>Core for MA/Option for PgC &amp; PgD Sports Journalism</td>
</tr>
<tr>
<td>SPJ7012</td>
<td>Multimedia Journalism</td>
<td>20</td>
<td>1&amp;2</td>
<td>Core for MA/Option for PgC &amp; PgD Sports Journalism</td>
</tr>
</tbody>
</table>
Collaboration with News Associates and Sportsbeat.

The cornerstone of this degree is our successful collaboration with News Associates (NA), the leading private provider of journalism training in the UK. Four of the eight modules on the course are taught by their staff. They are able to offer our students a first rate learning experience, including opportunities to work for their sports news agency, Sportsbeat. Through their extensive networks in the news and PR industries, they are also able to help our students find additional work experience and future employment.

The journalists from NA teach on campus, but also take the students to their HQ in Wimbledon for one week of intensive training in February. This has proved to be a very popular feature of the course. They also offer additional one-to-one tutorial support on campus and in Wimbledon.

The MA’s vocational dimension helps to fulfil the University’s mission to prepare students for successful careers. The MA is congruent with many aspects of the University’s Corporate Plan (2011-16). We believe that this can be seen most clearly in terms of its relationship with Strategic Aim 2: To offer our students through excellent teaching and learning the opportunity to achieve their full academic and career potential and Strategic Aim 3: To enhance the quality and quantity of our research, knowledge exchange and enterprise.

The MA also meets the strategic objectives identified by the School of Arts and Humanities. In particular, it helps the School to further its ‘employability’ agenda, because students on the programme not only gain valuable work experience during their studies, but also 95% of our students secure a graduate level job within 6 months of finishing the course.

In the first five years of the course, our students have secured excellent work experience opportunities. We expect our students to complete at least 20 days of work experience (or a minimum of 150 hours) during their time on the course. The majority do more than this. The rules on work experience are clearly set out in the student learning agreement. They cannot organise any work experience that clashes with scheduled teaching, but one off exemptions can be made in...
special circumstances with the agreement of the staff. We do not teach on Mondays, which gives our students an opportunity to organise regular work experience from an early stage in their training. Students also find work experience at weekends and evenings (when most sports events occur), during the inter-semester break, the Easter break and during the summer months.

The policy on work experience is also clearly stated. Students must find their own work experience, but in reality much of it is facilitated and sometimes arranged by the teaching staff. International students are given additional help where required.

The Programme Director maintains a record of student work experience at regular intervals during the course. This is updated usually following a one-to-one tutorial during the following periods: (1) induction week, (2) mid-way through semester one, (3) at the beginning of semester two, (4) before the Easter break and (5) in May or June.

This enables the student to plan ahead and chart their progress.

Writing CVs and job applications, networking and interview practice is also covered in Critical Issues in Journalism.

Students have the opportunity to complete a Professional Practice Portfolio as part of their final project. Students are required to reflect on their career and professional development critically relating their training to their work experience. These portfolios have been hugely instructive for this revalidation, enabling staff to maintain an up to date picture of current working practices.

Our graduate success stories are now one of our chief selling points. In a competitive journalism training market and an even more competitive market for jobs in journalism and the sports media, our graduates do particularly well compared to many of our direct competitors.

<table>
<thead>
<tr>
<th>27</th>
<th>Programme awards</th>
</tr>
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<tbody>
<tr>
<td>This programme conforms to the University <a href="#">Academic Regulations</a>.</td>
<td></td>
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</tbody>
</table>

Candidates satisfactorily completing 60 FHEQ Level 7 credits, including 20SPJ7009: Sports Journalism, will be eligible for the award of a Postgraduate Certificate in Sports Journalism.

Candidates satisfactorily completing 60 FHEQ Level 7 credits, including 20SPJ7010: Reporting and News Writing, will be eligible for the award of a Postgraduate Certificate in Journalism.

Candidates satisfactorily completing 120 FHEQ Level 7 credits will be eligible for the award of a Postgraduate Diploma in Sports Journalism.

Candidates who accumulate all 180 FHEQ Level 7 credits will be eligible for the award of the Degree of MA in Sports Journalism, of which 60 shall be associated with the submission of a Project.
Although this programme is primarily vocational, the use of research-enriched teaching and learning shows the value placed on the role of research in enhancing the student academic experience. The programme is designed so that such practice should occur in and underpin the whole programme in its teaching, learning and assessment. This can be seen in the coursework related to academic research.

It is expected that all teaching staff will be engaged in scholarly and/or professional activity to inform and maintain the currency of the curriculum content and remain aware of the definitions, concepts and practices involved in linking teaching/learning and research. The MA also fits well with the main research agendas within the School of Arts and Humanities and to a certain extent the School of Sport, Health and Applied Science. These Schools regularly organise seminars, symposiums and conferences that focus on how the media and sport function in society. Students are encouraged to attend these events.

Research-enriched teaching and learning is therefore ensured by:

- modules being delivered by research-active staff alongside professional journalists.
- the fostering of a spirit of curiosity & enquiry and developing a concern for ideas and their application.
- reflecting on student learning and professional practice.
- attention being given to traditional and modern journalism skills through critical enquiry, research, professional practice and work experience.
- a curriculum based around inquiry-based activities and problem-based learning approaches.
- debating the relationship between research, theory and professional practice.
- teaching and learning tasks and assessment opportunities designed to test intellectual processes and performances of understanding, and to encourage habits of reflective practice.

This section draws upon St Mary’s Research-Enriched Teaching and Learning Policy (2012).

Teaching and Learning Methods

Our students are taught using a combination of established and innovative methods. These will include lectures, seminars in class exercises and tests, copy clinics, quizzes, mock exams, presentations, editorial meetings, simulated and live match reports, simulated and live press conferences, live news days, group tasks, one-to-one tutorials, media practice workshops, projects and field work.

We find that lectures are an efficient way of communicating key principles,
structures and debates in the subject, but seminar discussion is the core teaching and learning activity, as it is the most effective way of encouraging active debate rather than the passive acquisition of information.

Individual tutorials are employed to give feedback on assignments and to support planning for work experience, independent study and the final journalism project/dissertation.

Copy clinics: Journalism tutors provide detailed one-to-one and small group feedback on student news and feature work, sometimes organised informally during regular classes.

News days: These are days devoted to newsgathering and news production. Students are often required to work in structured editorial groups, and undertake a range of different roles and tasks, and produce various outputs.

Students are also given advice about how they can get their stories published in the national and regional press, online and in magazines.

Study visits: In the past, these have included trips to the courts, Parliament, the Daily Telegraph, Richmond Council, Twickenham Stadium, Harlequins and London Irish rugby clubs, the London Assembly, Wembley Stadium and the Olympic Park.

Live match reporting and post-match interviews take place at a number of local London football, rugby and cricket clubs.

Areas of recent innovation include: live blogging, devising a mobile version of the Sports Gazette in collaboration with the students, working with Google analytics to develop stories, devising new data journalism exercises, reviewing established style guides and editorial policies, real and simulated live news days, using Periscope, working with guest editors and simulated ethical dilemmas.

Another significant pedagogical development during the first five years of the course has been the interaction between course tutors and students on Twitter. Staff and students follow each other on Twitter and use it as a platform not only to engage with each other but to interact with other journalists and professional sports people. This has taken the concept of a ‘classroom without walls’ into new territory and it encourages the students to develop a professional and ethical approach to social media.

Masterclasses and guest speakers

Each year we invite a selection of guest speakers. Last year this included a senior editor from Sky Sports News, a BBC presenter, a national sports columnist, online sports writers, a biographer, a crime reporter, a sports magazine journalist, a documentary filmmaker, a radio broadcaster, a sports photographer and a press officer.

In addition, the programme has good industry links with the London Press Club,
the Sports Journalists Association, the Football Writers Association, the NUJ and the London Sports Writing Festival. Students on the MA are encouraged to attend their events, where they often report on them for the Sports Gazette and other publications.

<table>
<thead>
<tr>
<th>29</th>
<th>Programme assessment strategy</th>
<th>Strategy for Assessment</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>• Assessment is directly related to achievement of the intended learning outcomes (i.e. the acquisition and development of the specific subject skills, cognitive and transferable skills set out in the programme specification).</td>
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<td></td>
<td>• A diversity of assessment is employed (which incorporates diagnostic, formative, iterative and summative methods across the programme).</td>
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<td>• Assessment within modules will adhere to the overarching assessment strategy and to the specific module learning outcomes.</td>
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<td>• The type and amount of assessment is appropriate to the specific module descriptors and the timing of assessment enables effective and appropriate measurement of student progression and achievement.</td>
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<td></td>
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<td>• Assessment is rigorous, objectively measured and consistent.</td>
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<td>• Assessment is cost effective.</td>
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<td>• Mechanisms for marking and moderation are transparent and fair (including any specific requirements for students with special needs).</td>
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<td>• Information on assessment is made clearly available for staff, students, the external examiners and the NCTJ to minimise the potential for inconsistency of marking practice or perceived lack of fairness.</td>
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<td>• Students have access to assessment criteria for every assessment.</td>
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<td></td>
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<td>• Students receive sufficient, constructive and timely feedback within the three weeks set by the University (i.e. there is an effective assessment for learning ‘feedback’ loop for students).</td>
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<td></td>
<td>• Marking is effectively moderated through double marking, the NCTJ and external examination.</td>
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<td></td>
<td>• The programme responds promptly and effectively to guidance from the External Examiners and the NCTJ.</td>
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<td>• External Examiner Reports are made available to students and the NCTJ.</td>
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<tr>
<td></td>
<td></td>
<td>• Information on the submission of work, plagiarism, deadlines, NCTJ exam dates and extensions will be included in the course handbook and online.</td>
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<td></td>
<td></td>
<td>• Regulations governing student progress, non-submission, and academic failure are made clear to students.</td>
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<td></td>
<td></td>
<td>• Training and development in assessment regulations, procedures, marking and moderation is regularly provided for staff. All markers for Media Law and Public Affairs will have to attend NCTJ marking workshops.</td>
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<td></td>
<td>• Our resit and replacement coursework policy is made explicit in the course handbook.</td>
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<td></td>
<td>• Effective procedures are in place to design, monitor and review the assessment strategy.</td>
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</table>

All students’ work is assessed using M Level grade-related criteria that we publish on MyModules (programme handbooks and module guides). The criteria is congruent with the FHEQ Level 7 descriptors.

Each module convenor will complete a second marking form that shows which
pieces of work were second marked and briefly explain why the reconciled mark for each piece of work was agreed. This second marking form, along with the moderated sample of work in question, will be sent to an external examiner for the MA.

The assessment strategy is based on established QAA standards for level 7 study as well as current professional practice in journalism. It conforms to the NCTJ’s guidelines on assessment and St Mary’s Academic Regulations. We have also taken into consideration the St Mary’s Assessment Tariff for Level 7.

It is our aim that every student will sit the NCTJ Diploma in Journalism. Some of this work is marked externally by the NCTJ and some of it is marked ‘in-house’, which is subsequently moderated by NCTJ examiners.

As part of their overall assessment, students will be required to write essays, extended features, literature and book reviews to demonstrate a critical and theoretically informed approach to journalism, especially on a range of ethical concerns and industry regulation.

The degree includes regular informal feedback and a lot of formative and iterative assessment, especially during semester one, when students are expected to write and publish stories every week. The stories are usually published on the Sports Gazette, which the students edit themselves.

On the Sports Gazette, students are given CMS training during induction week, a style guide and discuss editorial policy and sub-editing policies. Duties are allocated and rotated. The Programme Director acts as editorial advisor and will chair the editorial meetings for the first couple of weeks. The Sports Gazette, the Twitter account and its YouTube Channel are important platforms for the students to develop all their journalism skills. It can be used for live news and working with guest editors.

<table>
<thead>
<tr>
<th>PART 4 – UNIVERSITY SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30</strong> Student support and guidance</td>
</tr>
</tbody>
</table>
| **31** Quality management arrangements | This programme aligns with the quality assurance requirements of St Mary’s University through the following processes:  
  - Five yearly cycle of revalidation  
  - Interim review for collaborative provision  
  - System of Moderators for collaborative provision |
| | • Ongoing monitoring through the Programme Review process  
| | • Programme Boards  
| | • Consideration of marks and graduate profiles at Exam Boards  
| | • Engagement with programme student representatives  
| | • Engagement with approved external examiners |