



## **Course Specification**

### **MA/PgD/PgC Automotive Journalism**

**Faculty of Arts and Humanities  
School of Media and Performing Arts**

**Academic Year: 2018/19**

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

## PART A Course Specification (Published Document)

### MA/PgD/PgC Automotive Journalism

#### 1. Introduction

The postgraduate Automotive Journalism course was the first of its kind and provides students with a unique opportunity to acquire journalistic skills and subject knowledge appropriate to the practice of journalism in a very specialised and highly competitive area. The course is designed to be suitable for graduates of many subjects (for instance media, communications, English or history; or specialist fields such as automotive design and automotive engineering) who wish to practise automotive journalism or work in related fields such as motor industry communications and marketing. The course would also be useful for journalism graduates and practising journalists who wish to specialise in the automotive field.

Students learn key journalism skills such as interviewing, news writing, feature writing and page layout, and also increase their knowledge of the motor industry and automotive culture. The course is led by a tutor with extensive expertise in automotive media as a journalist, editor and author. It also benefits from experienced and skilled academic and technical staff, and modern media production facilities. Coventry University is the ideal location for such a course, as the university offers renowned automotive design, automotive engineering and motorsport engineering courses. The city of Coventry is historically Britain's 'motor city' and the motor industry remains a major employer in the area. The university has close links to the motor industry through its automotive courses.

The course is supported by:

- ***The Guild of Motoring Writers***, the world's largest organisation of motoring media professionals. Students automatically become student members of the Guild and receive the Guild's Yearbook, together with advice and mentoring from Guild members. Students can enter the Guild's Phil Llewellyn Student of the Year Award.
- ***The Midland Group of Motoring Writers*** which offers the John Connor Prize for the best final project.
- ***The Motorcycle Industry Association*** which offers the Kevin Ash Scholarship, including financial support and a programme of work experience for students interested in motorcycle journalism.

The course also has links with the Motor Industry Public Affairs Association (which has held events at the university) and many automotive media companies.

Modules have been revised to emphasise the course's specialist focus, to introduce a study of public relations and to add an accredited management module, enhancing transferable skills and improving student experience and employability.

#### 2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
MA Automotive Journalism	F/T 12 months P/T 24 months	n/a	7
PgD Automotive Journalism	F/T 6 months P/T 18 months		
PgC Automotive Journalism	F/T 3 months		

#### 3 Awarding

#### Institution/Body

Coventry University.

<b>4 Collaboration</b>	Not applicable.
<b>5 Teaching Institution and Location of delivery</b>	Coventry University.
<b>6 Internal Approval/Review Dates</b>	Date of latest review: 03/2018 Date for next review: Academic year 2021/22
<b>7 Course Accredited by</b>	n/a
<b>8 Accreditation Date and Duration</b>	n/a
<b>9 QAA Subject Benchmark Statement(s) and/or other external factors</b>	<p><a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf</a></p> <p><a href="http://www.qaa.ac.uk/en/Publications/Documents/Masters-Degree-Characteristics-15.pdf">http://www.qaa.ac.uk/en/Publications/Documents/Masters-Degree-Characteristics-15.pdf</a></p> <p><a href="http://www.qaa.ac.uk/en/Publications/Documents/Guidelines-for-preparing-programme-specifications.pdf">http://www.qaa.ac.uk/en/Publications/Documents/Guidelines-for-preparing-programme-specifications.pdf</a></p> <p>This document takes note of the Subject Benchmark Statement on communication, media, film and cultural studies whilst recognising that this was prepared with undergraduate programmes in mind (there is no relevant QAA Subject Benchmark Statement for postgraduate journalism courses). The Subject Benchmark Statement covers a wide range of subjects and each area of guidance must be narrowed quite drastically to be relevant to the sharply focussed remit of this course.</p> <p>The course is supported by The Guild of Motoring Writers, the Midland Group of Motoring Writers and the Motorcycle Industry Association.</p>
<b>10 Date of Course Specification</b>	03/2018
<b>11 Course Director</b>	Mr Andrew Noakes

## 12 Outline and Educational Aims of the Course

The course aims to produce capable, critical, analytical, reflective and creative journalism professionals with specialist knowledge, familiar with the contemporary journalistic context and proficient in cross-media and cross-platform skills and techniques (especially print, broadcast and digital). The educational aims for the course are in line with the university's mission statement, which pertain to the Faculty of Arts and Humanities as a whole.

The Postgraduate Certificate stage aims to enable students:

- to obtain a systematic knowledge of the forms, practices, institutions, issues, technologies and artefacts/texts within the field **(CA1)**;
- to acquire a range of specific skills, capabilities, knowledge and practical understanding of techniques, conventions and forms used within specific journalistic contexts and both established and emerging media platforms, and thereby communicate effectively/competently with various target audiences **(CA2)**;
- to critically examine, through focused enquiry, specific specialist subject areas and the political, societal, ethical, technological, economic and stylistic topics and conventions relevant to them **(CA3)**;
- to present analyses of the factors and phenomena of a specific subject in a clear and appropriate way for specific audiences **(CA4)**.

In addition to the above, the Postgraduate Diploma stage aims to enable students:

- to advance their professional and reflective skills/expertise appropriate to the field, for evaluation and criticism of their own and others' work, in practice context **(CA5)**;
- to improve their knowledge of the theoretical issues and thematic concerns currently framing journalistic practice and the dissemination and consumption of journalistic output in all its forms for various target audiences **(CA6)**.

In addition to the above, the MA stage of the course in Automotive Journalism aims to enable students:

- to develop a comprehensive understanding of the techniques/methods applicable in the field, and the ability to evaluate and critique methodologies and, where appropriate, to propose new ideas **(CA7)**;
- to develop discipline-related transferable skills, and thereby to allow them to work in creative and independent ways – articulating their existing knowledge and experience, and any prior study or professional experience, with the concerns of the course **(CA8)**.

### 13 Course Learning Outcomes

The university's teaching and learning strategy is divided into six 'pillars' and for each course learning outcome the relevant pillar(s) are shown in brackets.

On successful completion of the Postgraduate Certificate, students will be able to:

**CLO1** Demonstrate a thorough knowledge of key issues, debates, practices and processes relating to the automotive industry, motoring and car culture. (Research inspired teaching; Intercultural and international engagement; Embedded employability)

**CLO2** Understand and apply key principles and techniques of public relations with respect to conventions and ethical codes, and appreciate the influence of marketing communications on media and markets. (Embedded employability; Community contribution and responsibility)

**CLO3** Understand and be able to utilise professional techniques of communication (including written, audio, video and presentation) to present information to defined audiences with reference to specific genres, conventions and ethical codes. (Intercultural and international engagement; Innovation and digital fluency; Embedded employability; Creativity and enterprise; Community contribution and responsibility)

**CLO4** Consider and critically evaluate journalistic work within their specialist field with reference to academic and professional conventions. (Embedded employability)

**CLO5** Understand and apply advanced skills in journalistic research and production, with reference to professional practices, industry conventions and legal/ethical considerations. (Research inspired teaching; Embedded employability; Community contribution and responsibility)

**CLO6** Produce journalistic work that shows understanding of key issues, concepts and principles in their area of specialisation and an awareness of specialist audience needs. (Research inspired teaching; Embedded employability; Community contribution and responsibility)

On successful completion of the Postgraduate Diploma students will have further developed knowledge and skills in the above areas and in addition will be able to:

**CLO7** Understand and be able to utilise research methods and specific research instruments such as textual analysis and interview. (Research inspired teaching)

**CLO8** Demonstrate understanding of the evolving nature of journalistic and public relations practice and apply appropriate skills to the production of work for emerging media platforms. (Innovation and digital fluency; Embedded employability; Creativity and enterprise; Community contribution and responsibility)

On successful completion of the Masters students will have further developed knowledge and skills in the above areas and in addition will be able to:

**CLO9** Demonstrate their ability to evaluate methods and to devise, manage and complete a sustained body of independent work informed by appropriate research/scholarship, to appropriate academic and/or professional standards. (Research inspired teaching)

**CLO10** Demonstrate knowledge and understanding of the principles of entrepreneurship and the theories and practices of strategic leadership. (Embedded employability; Creativity and enterprise; Community contribution and responsibility)

### 14 Course Structure and Requirements, Levels, Modules, Credits and Awards

The course complies with the university's regulations for taught postgraduate courses.

Students can enrol with the intention of studying full-time for three months for the award of Postgraduate Certificate; six months for the award of Postgraduate Diploma or 12 months for the award of Masters (or part-time for six months, 18 months or 24 months respectively).

*Full time study mode – indicative delivery*

Term	1	2	3
Modules	Journalism Practice, Law, and Ethics (30 credits) Automotive Industry in Context (20 credits) Public Relations (10 credits)	Advanced Journalism: Digital, Social, Mobile (20 credits) Specialist Professional Practice in Journalism and PR (30 credits) Specialist Research and Analysis (10 credits)	Major Project (50 credits) Global Professional Development – Entrepreneurship (10 credits)
Exit award (exit point)	PgC	PgD	MA

**Entry Points and Sequencing:** For *Sept/Oct starters*, term 1 is Oct-Jan, term 2 Jan-May, term 3 May-Sept; for *January starters*, term 1 is Jan-May, term 2 May-Sept, term 3 Oct-Jan.

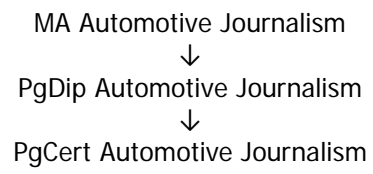
*Part time study mode – indicative delivery*

Term	1	2	3
Modules	Journalism Practice, Law, and Ethics (30 credits) Public Relations (10 credits) – if not to be taken in term 4	Advanced Journalism: Digital, Social, Mobile (20 credits) Specialist Research and Analysis (10 credits)	Global Professional Development – Entrepreneurship (10 credits)
Exit award (exit point)			

Term	4	5	6
Modules	Automotive Industry in Context (20 credits) Public Relations (10 credits) – if not taken in term 1	Specialist Professional Practice in Journalism and PR (30 credits)	Major Project (50 credits)
Exit award (exit point)		PgD	MA

**PT Entry Points and Sequencing:** Follow the same term sequence as FT students in Year 1 with term 4, 5 and 6 following in that order in Year 2. PgC is not offered on a part-time basis.

**Cascade of Awards:**



Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes	Pre-requisite
7	7002MAPA	Automotive Industry in Context	20	M	Demonstrate a thorough knowledge of key issues, debates, practices and processes relating to the automotive industry, motoring and car culture.	
7	7001MAPA	Public Relations	10	M	Understand and apply key principles and techniques of public relations and appreciate the influence of marketing communications on media and markets.  Understand and be able to utilise professional techniques of communication (including written, audio, video and presentation) to present information to defined audiences with reference to specific genres, conventions and ethical codes.	
7	7025MAPA	Specialist Research and Analysis	10	M	Understand and be able to utilise research methods and specific research instruments such as textual analysis and interview.  Consider and critically evaluate journalistic work within their specialist field with reference to academic and professional conventions  Understand and be able to utilise professional techniques of communication (including written, audio, video and presentation) to present information to defined audiences with reference to specific genres, conventions and ethical codes.	
7	7000MAPA	Journalism Practice, Law, and Ethics	30	M	Understand and be able to utilise professional techniques of communication (including written, audio, video and presentation) to present information to defined audiences with reference to specific genres, conventions and ethical codes.  Consider and critically evaluate journalistic work within their specialist field with reference to academic and professional conventions.	
7	7007MAPA	Major Project	50	M	Demonstrate their ability to evaluate methodologies and to devise, manage and complete a sustained body of independent work informed by appropriate research/scholarship, to appropriate academic and/or professional standards.	



					<p>Consider and critically evaluate journalistic work within their specialist field with reference to academic and professional conventions;</p> <p>Understand and be able to utilise professional techniques of communication (including written, audio, video and presentation) to present information to defined audiences with reference to specific genres, conventions and ethical codes.</p>	
7	7005MAPA	Advanced Journalism: Digital, Social, Mobile	20	M	<p>Understand and apply advanced skills in journalistic research and production, with reference to professional practices, industry conventions and legal/ethical considerations.</p> <p>Demonstrate understanding of the evolving nature of journalistic practice and apply appropriate skills to the production of work for emerging media platforms.</p>	
7	7004MAPA	Specialist Professional Practice in Journalism and PR	30	M	<p>Produce journalistic work that shows understanding of key issues, concepts and principles in their area of specialisation and an awareness of specialist audience needs.</p> <p>Consider and critically evaluate journalistic work within their specialist field with reference to academic and professional conventions;</p> <p>Understand and be able to utilise professional techniques of communication (including written, audio, video and presentation) to present information to defined audiences with reference to specific genres, conventions and ethical codes.</p>	
7	7005CRB	Global Professional Development - Entrepreneurship	10	M	<p>Demonstrate knowledge and understanding of the principles of entrepreneurship and the theories and practices of strategic leadership.</p>	

## 15 Criteria for Admission and Selection Procedure

The admission team seeks to recruit individuals with the potential to complete and benefit from the course. Students are expected to show enthusiasm and commitment to the subject and a readiness to learn.

To be admitted onto the course, applicants must meet the general requirements of the Coventry University Admissions Policy. The normal entry requirement for a PgC/PgD course is a degree or other qualification at equivalent level in a relevant discipline. For the MA, the normal requirement is a good honours degree or equivalent qualification(s).

In addition, overseas applicants should show evidence of proficiency in the English language at a level that would enable them to succeed on the course – such as evidence that their undergraduate degree was taught and assessed in English or evidence of having passed English language test at an acceptable level: IELTS at 7.0 or an equivalent level in online TOEFL or Cambridge Advanced Exam. Alternatively students may be admitted with IELTS 6.5 or equivalent if they attend and pass a compulsory pre-sessional English course, operated or approved by Coventry University, before joining their MA course, or on submission of a suitable portfolio and completion of an interview with the course team.

The specific requirements for the courses include good writing and speaking ability, which may be proven with a portfolio or exhibited through a pre-admission writing task and/or interview. As journalists often cover a variety of subjects, a degree in a cognate area – though an advantage – is not necessarily mandatory as long as an applicant meets the above criteria (including ability to write and speak well, particularly in English). All students should be able to demonstrate an interest in their chosen specialist area, eg through blogging, vlogging or podcasting on relevant topics, contributing to online and/or print publications, or volunteering with relevant organisations such as clubs and charities. Holders of a degree in a subject relevant to their specialism (eg Automotive Engineering or Automotive Design) will particularly find the course beneficial. The course is also suitable for holders of non-journalism media and/or communication degrees.

Mature applicants with journalistic experience, but who may not hold a traditional degree at the required level, may be considered if they can evidence their experience and achievements through the AP(E)L process (<http://www.coventry.ac.uk/study-at-coventry/apply-now/accreditation-of-prior-learning/>).

For more details, see Regulations for the Admission of Students on the university website: <http://www.coventry.ac.uk/Documents/Registry/Regulations%20Academic/2017-18/Academic-Regulations/FINAL-04-Academic-Regulations-for-the-Admission-of-Students-2017.pdf>

## 16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations (Mode R).

## 17 Indicators of Quality Enhancement

Coventry University has world-leading research activities and courses at UG and PG level in automotive topics, including automotive design, automotive engineering and motorsport engineering. Recent innovations include the establishment of the National Transport Design Centre and the C-ALPS low carbon vehicle technology centre.

Historically the city of Coventry has always been a UK motor industry hub, and is home to the UK headquarters of Groupe PSA (the parent company of the Peugeot, Citroën and DS automotive brands) and the Whitley design and engineering centre of Jaguar Land Rover. Many more motor industry businesses are located nearby, including Aston Martin, MIRA, Zytec, Cosworth, IM Group, Triumph Motorcycles and Mercedes AMG High Performance Powertrains.

The course has excellent links with the motor industry (eg students have visited production facilities of Aston Martin, Morgan, Honda and Jaguar Land Rover) and with automotive publishers (eg students have gained work experienced with publications such as Autocar, What Car?, BBC Top Gear and Evo). The editor in chief of Autocar, the oldest and most widely respected car magazine, is a visiting professor.

The majority of course graduates secure jobs in automotive media or public relations, despite the extreme competitiveness of this field. Graduates have worked for automotive magazines including Autocar, Auto Express, CAR, Evo, Top Gear and Classic Cars, and for websites such as Pistonheads and Car Throttle. Others have secured communications or marketing roles in the motor industry with Mercedes-Benz, Tesla, Continental and Jaguar Land Rover.

As of 2018, the lead automotive tutor is an award-winning automotive writer who has worked as a staff journalist on car magazines and has edited and launched magazines. He has also written more than 20 books on cars, and has served as chairman of The Guild of Motoring Writers and a committee member of the Midland Group of Motoring Writers. Other lecturing staff have ongoing and enviable reputations in their professional fields such as extensive journalism teaching experience and wide-ranging research expertise in the field of global media and politics; award-winning work as a producer overseeing compliance in BBC Radio; a reputation for teaching excellence and a fellow of the Higher Education Academy.

External examiners have praised the continued effort that the team puts into the delivery of the courses. Areas of good practice highlighted by the external examiners include: the high standard of feedback, and wide range of assessment techniques. Students contribute to improvement of teaching and enhancement of their learning through module and course evaluation questionnaires, course forum and course quality enhancement meetings that feed into the annual course report.

In the 2016 Postgraduate Taught Experience Survey (PTES) the Faculty of Arts and Humanities recorded an overall 90% student satisfaction, nine percentage points higher than the UK national average.

Relevant research activity in the school centres on three areas: mediated communication (e.g. new approaches to film, television, the web, photography and digital distribution), global media and communication (e.g. cultural politics and the media, especially with reference to East Asia and Africa) and digital media (e.g. social media, digital archiving, internet publishing, free/libre/open media and piracy). In the 2014 Research Excellence Framework (REF) submission these areas were consolidated as Learning, Media and Communication in the 21st Century, which contributed the largest number of staff to the school's REF submission, itself the largest submission in the university. The submission involved the work of 42 staff, nearly 150 research outputs and 5 'Impact' case studies. Of this, 31% was assessed as World Leading research; 71% at 4\* and 3\* (World Leading and Internationally Excellent research).

## **18 Additional Information**

Enrolled students have access to additional, key sources of information about the course and student support including:

- Faculty/School Handbook
- Student Handbook
- Module guides
- Virtual learning environment
- Study support information