



UNIVERSITY OF
LIVERPOOL

BA (Hons)

Communication and Media with a Year in Industry

UCAS code P901

Entry requirements

A level: ABB

Study mode

Full-time

Duration

4 years

Apply by: **29 January 2025**

Starts on: **22 September 2025**

About this course

This four-year programme combines our three-year Communication and Media programme with the opportunity to take a salaried placement of approximately 40 weeks with a relevant employer in your third year. Your placement will allow you to apply your learning in the workplace, as well as preparing you for your future career.

Introduction

The world we live in is dominated by media in many forms. From entertainment and culture, through news and social media, to politics and promotion: the media shapes our understanding of what we know and what we consume. Whether you want to work in one of these areas, to research their impact or simply to understand more about our relationship with media, this programme provides a thorough introduction with plenty of opportunities to develop specialist skills.

During your first year, you will develop your foundational understanding and academic skills through core modules in media, communication and language. As your degree progresses, you will have the opportunity to tailor your studies through a wide range of optional modules in topics such as political communication, screen

media, virtual worlds, digital cultures, media writing, language and public relations. These modules will allow you to pursue your own interests and focus on particular media and communication forms, analysing how they are organised as text, how they represent the world to us and ourselves to the world, and how the media industries are organised to produce and profit from them. We teach all of our students to acquire strong research skills, and you'll be given the opportunity to practice them through independent or collaborative research.

Year in industry

This programme is available with an optional [year in industry](#). If you choose this option, year three is spent on a paid placement within an organisation in industry, broadly defined. You will be supported by the School of the Arts and the Department throughout, and your reflexive written account of the experience will contribute towards your final degree result. If you wish to study this programme with a year in industry, please put the option code 'YI' in the 'further choices' section of your UCAS application form.

Your third year will be spent on a paid placement within an organisation in the media industry, broadly defined. You will be supported by the Department and the School of the Arts throughout, and your reflexive written account of the experience will contribute towards your final degree result.

Our final year module 'Viral Video' enables students to develop practical skills in videomaking. Check out their efforts on our dedicated [YouTube page](#), or search 'Media/Pool'.

What you'll learn

- Practical skills, including media writing, blogging, analysis of social media data, and video-making
- Research skills
- Commercial and cultural understanding
- Critical analysis
- Problem solving
- The ability to construct arguments and convey ideas effectively
- Effective communication and presentation skills
- Professional skills, attitudes and behaviours

- Team-working and interpersonal skills.

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Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Year one

Everybody who studies with us takes core Communication and Media modules in year one. These introduce key ideas and theories in Communication and Media and offer a basic understanding of many of the key areas of the subject in which you may choose to specialise later on. Besides introducing students to Communication and Media as a subject, our first year is designed to support you as you acquire and practice the academic and analytical skills you will need to succeed as a student and in your chosen career.

Modules

Compulsory modules	Credits
<u>COMMUNICATION, CULTURE, AND MEDIA ANALYSIS A (COMM111)</u>	30
<u>DIGITAL COMMUNICATION AND SOCIAL MEDIA (COMM113)</u>	30
<u>INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES A (COMM101)</u>	30
<u>MEDIA INDUSTRIES AND INSTITUTIONS A (COMM109)</u>	30

Programme details and modules listed are illustrative only and subject to change.

Year two

Your year two modules offer plenty of options, so you can begin to specialise in the areas which interest you most or which might prove valuable for your chosen career. For example, you can delve more deeply into film and the entertainment industry, the representation of self and society, or the interplay between global media and war. Or

you can explore some of the practices associated with media writing and promotional media. All students also take two modules which will introduce you to academic research and support you to practice and develop your research skills.

Alongside these, you will take a module (**SOTA260**) which offers thorough preparation for your year in industry, focusing on acquiring employability skills and presenting yourself to prospective employers.

NB: most of our Year Two modules are offered in 15-credit and 30-credit versions so, for simplicity, the list below only includes 30-credit versions.

Modules

Compulsory modules	Credits
<u>COMMUNICATION AND MEDIA RESEARCH I (COMM207)</u>	15
<u>COMMUNICATION AND MEDIA RESEARCH II (COMM208)</u>	15
<u>PROFESSIONAL AND CAREER DEVELOPMENT (COMM260)</u>	15

Optional modules	Credits
<u>PUBLIC RELATIONS, MEDIA AND DIGITAL SOCIETY (COMM240)</u>	15
<u>DIGITAL MEDIA AND DATA B (COMM245)</u>	15
<u>INTRODUCTION TO CULTURAL STUDIES B (COMM254)</u>	15
<u>GLOBAL NEWS, MEDIA AND WAR (COMM213)</u>	15
<u>CONVERGED MEDIA AND SCREEN ENTERTAINMENT B (COMM251)</u>	15
<u>GLOBAL HOLLYWOOD B: FROM FILM ART TO MEDIA ENTERTAINMENT (COMM203)</u>	15

Optional modules	Credits
<u>AI AND DIGITAL MEDIA (COMM258)</u>	15
<u>MEDIATING THE PAST (COMM256)</u>	15
<u>UNDERSTANDING DOCUMENTARY (COMM282)</u>	15
<u>INTRODUCTION TO PROGRAMMING (COMM226)</u>	15
<u>IMMERSIVE MEDIA AND VIRTUAL WORLDS B (COMM211)</u>	15
<u>INTRODUCTION TO MUSIC PSYCHOLOGY (MUSI290)</u>	15
<u>MUSIC IN GAMING (MUSI273)</u>	15
<u>SOUND, TECHNOLOGY, AND SOCIETY (MUSI241)</u>	15
<u>THE CINEMATIC CITY (FILM201)</u>	15
<u>WORKING IN MUSIC INDUSTRY (MUSI252)</u>	15
<u>PROPAGANDA AND CENSORSHIP (FILM202)</u>	15

Programme details and modules listed are illustrative only and subject to change.

Year three

You will spend Year Three on a paid placement within an organisation in the media industry, broadly defined. Support for your placement will be provided by the Department and the School of the Arts. Your reflexive written account of the experience, connecting it to your academic studies, will contribute towards your final degree result, before your programme concludes with a fourth and final year of academic study in Liverpool.

Modules

Compulsory modules	Credits
<u>COMMUNICATION AND MEDIA YEAR IN INDUSTRY (COMM600)</u>	120

Programme details and modules listed are illustrative only and subject to change.

Year four

Your final year offers an even wider range of options, designed to provide opportunities to specialise further in your chosen areas of the subject and to strengthen your employability and research skills. Some modules encourage you to deepen your understanding of the topics studied in year two, but you can also learn to study magazines and design your own, explore how media represent human rights issues or the environment, or discover areas as diverse as photography, strategic communication or queer film, for example.

All of our students undertake a project involving their own sustained, research-based work in their final year, whether by taking the Dissertation module, collaborating on staff research, or producing brief videos to client.

Students must choose one of the following modules in the list below: **COMM401**, **COMM342** or **COMM335**.

Modules

Optional modules	Credits
<u>YOUNG PEOPLE AND THE MEDIA (COMM343)</u>	15
<u>DISSERTATION (COMM401)</u>	30
<u>FINAL YEAR PROJECT (COMM335)</u>	30
<u>GAMES AND ALGORITHMIC CULTURE (COMM309)</u>	15

Optional modules	Credits
<u>STARDOM AND MEDIA CELEBRITY (COMM303)</u>	15
<u>MEDIA AND CAMPAIGNING (COMM302)</u>	15
<u>ISSUES IN PHOTOGRAPHY (COMM323)</u>	15
<u>MEDIA AND HUMAN RIGHTS (COMM317)</u>	15
<u>NEWS MEDIA AND SOCIETY (COMM301)</u>	15
<u>DATA SCIENCE AND VISUALISATION (COMM227)</u>	15
<u>ENTERTAINMENT MEDIA AND SCREEN HISTORY (COMM328)</u>	15
<u>INTRODUCTION TO STRATEGIC COMMUNICATION (COMM312)</u>	15
<u>POPULAR CULTURE, LANGUAGE AND POLITICS (COMM318)</u>	15
<u>QUEER FILM, VIDEO AND DOCUMENTARY (COMM305)</u>	15
<u>VIRAL VIDEO (COMM342)</u>	30
<u>ENVIRONMENTAL COMMUNICATION: POLITICS, SCIENCE, ACTIVISM, AND THE MEDIA (COMM304)</u>	15
<u>ISSUES IN 'CULT' TELEVISION (COMM300)</u>	15
<u>SCREEN INDUSTRIES AND SPORTS (COMM326)</u>	15
<u>THE THEORY AND PRACTICE OF RHETORIC IN BRITISH POLITICS (POLI323)</u>	15
<u>SOUND STUDIES (MUSI322)</u>	15
<u>RESEARCHING DIGITAL CULTURES IN THE AMERICAS (HISP348)</u>	15

Optional modules	Credits
<u>THE FILM MUSIC OF JOHN WILLIAMS (MUSI370)</u>	15
<u>SCHOOL OF THE ARTS WORK PLACEMENTS MODULE (SOTA300)</u>	30
<u>CURATION AND HERITAGE (MUSI353)</u>	15
<u>PROPAGANDA, POWER, AND PERSUASION (COMM329)</u>	15

Programme details and modules listed are illustrative only and subject to change.

Combined degree

Choosing this subject as a combined degree

Media coverage represents the most important method for communicating key issues and developments in most subject areas to the wider world, so Communication and Media makes an excellent partner for 50:50 combinations with another subject of your choice. This means that you will find plenty of opportunities for crossover between your other subject and Communication and Media, but you will still study core modules from both. In Communication and Media, the full range of our modules will be open to you in years two and four.

Teaching and assessment

How you'll learn

Weekly lectures and seminar discussions may be supplemented by screening sessions, presentations and opportunities for group work where appropriate. We regularly invite expert speakers and practitioners to speak to our students about their work. Some modules also make use of our specialist equipment or software.

Dissertation and work placement modules involve more independent study, but always under the careful individual supervision of a member of academic staff.

How you're assessed

We are committed to using a range of different forms of assessment, so types of assessment vary widely from module to module. Depending on your choice of modules, these may include coursework projects, essays, blogs, reports, literature reviews, writing exercises, presentations, online tests and unseen examinations.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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Careers and employability

This degree will open you to a myriad of jobs in media-related industries and you will have opportunities to undertake a relevant work placement or their own independent research. Many of our modules seek to develop practical skills – such as media writing, blogging, analysis of social media data and video-making.

Our graduates have gone on to careers including:

- social media, advertising, and marketing
- corporate communications and public relations
- arts administration
- political campaigning (including political parties, trade unions, and charities)
- management
- government, and the civil service
- broadcasting and journalism
- teaching in universities, colleges, and schools.

Former graduates include a television documentary maker, a BBC Radio 1 DJ, senior journalists at local and national newspapers, a partner in a New York-based advertising company, and the features editor of a music weekly.

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Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £9,535

Year in industry fee - £1,905

International fees

Full-time place, per year - £24,100

Year in industry fee - £1,905

The tuition fees shown are correct for 2025/26 entry. Please note that the year abroad fee also applies to the year in China.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support. [Learn more about paying for your studies.](#)

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the [additional study costs](#) that may apply to this course.

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Entry requirements

The qualifications and exam results you'll need to apply for this course.

A levels

ABB

Applicants with the Extended Project Qualification (EPQ) are eligible for a reduction in grade requirements. For this course, the offer is **BBB** with **A** in the EPQ.

You may automatically qualify for reduced entry requirements through our contextual offers scheme. Based on your personal circumstances, you may automatically qualify for up to a two-grade reduction in the entry requirements needed for this course. When you apply, we consider a range of factors – such as where you live – to assess if you're eligible for a grade reduction. You don't have to make an application for a grade reduction – we'll do all the work.

Find out more about [how we make reduced grade offers](#).

T levels

T levels considered in a relevant subject.

Applicants should contact us by [completing the enquiry form on our website](#) to discuss specific requirements in the core components and the occupational specialism.

GCSE

4/C in English and 4/C in Mathematics

BTEC Level 3 National Extended Diploma

BTEC applications are encouraged. We evaluate each BTEC application on its merits and may make offers at DDM.

International Baccalaureate

33 points, with no score less than 4

Irish Leaving Certificate

H1, H2, H2, H2, H3, H3

Scottish Higher/Advanced Higher

ABB in Advanced Highers, combinations of Advanced Highers and Scottish Highers are welcome

Welsh Baccalaureate Advanced

Accepted including two A levels at BB.

Access

Applications considered. Pass Access with 30 Level 3 credits graded at Distinction and 15 Level 3 credits graded at Merit.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our direct entry requirements. Although there is no direct Foundation Certificate route to this course, completing a Foundation Certificate, such as that offered by the [University of Liverpool International College](#), can guarantee you a place on a number of similar courses which may interest you.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the

required level.

IELTS

6.5 overall, with no component below 5.5

TOEFL iBT

88 overall, with minimum scores of listening 17, writing 17, reading 17 and speaking 19. TOEFL Home Edition not accepted.

TOEFL Paper

Grade 7 at Standard Level or grade 6 at Higher Level

Duolingo English Test

125 overall, with speaking, reading and writing not less than 105, and listening not below 100

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 60

Cambridge IGCSE First Language English 0500

Grade C overall, with a minimum of grade 2 in speaking and listening. Speaking and listening must be separately endorsed on the certificate.

Cambridge IGCSE First Language English 0990

Grade 4 overall, with Merit in speaking and listening

Cambridge IGCSE Second Language English 0510/0511

0510: Grade B overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0511: Grade B overall.

Cambridge IGCSE Second Language English 0993/0991

0993: Grade 6 overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0991: Grade 6 overall.

Cambridge ESOL Level 2/3 Advanced

176 overall, with no paper below 162

LanguageCert

Grade 5 at Standard Level or grade 5 at Higher Level

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with no component below 5.5	6 weeks	On campus

Your most recent IELTS score	Pre-sessional English course length	On campus or online
5.5 overall, with no component below 5.5	10 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no component below 4.5	20 weeks	On campus
5.0 overall, with no component below 4.5	30 weeks	On campus
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 5.5, for further details.

Alternative entry requirements

- If your qualification isn't listed here, or you're taking a combination of qualifications, [contact us](#) for advice
- [Applications from mature students](#) are welcome.

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Generated: 29 Mar 2025, 13:45

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