



ICM

Journalism & Media Studies

Course Handbook

Diploma



SETTING GLOBAL STANDARDS

For Business & Management Education

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The Institute of Commercial Management

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1 Introduction

The purpose of this Course Handbook is to provide you with general information about studying with the Institute of Commercial Management (ICM). This Handbook should be read in conjunction with other Guidelines available on the ICM website. The early pages of this Handbook provide general information about ICM and its programmes. Later sections give details about the equivalency of ICM Certificate (NQF* Level 4 qualifications), Diploma (NQF Level 5 qualifications), Advanced Diploma (NQF Level 6 qualifications), Graduate Diploma (NQF Level 6 qualifications) and Post Graduate Diploma Awards (NQF Level 7 qualifications). Please note that not all Levels are available for all programmes. The material in this Handbook is as accurate as possible at the time of production.

*NQF: the UK National Qualifications Framework

2 The Institute of Commercial Management (ICM)

Established in the early 1970s, the Institute of Commercial Management provides academic and vocational qualifications which are well recognised globally.

In its capacity as a course developer and an examining and certifying Board, the Institute offers a wide range of professional and vocational awards in Business, Management and related vocational areas.

ICM programmes are designed to address the personal development and training needs of those wishing to enter the commercial sector and to support the continued development and workplace flexibility of those already in employment.

ICM's global services include the design, development and certification of business education and training programmes for education providers; the development and certification of tailored education and training programmes for the corporate sector, emerging industries and the global workforce and the examination, assessment and certification of students undertaking business, management and related vocational education programmes.

An acknowledged specialist in the design and development of progressive, practical and multi-functional programmes of study, the Institute works with a range of public and private sector clients including universities, business schools, colleges, training providers, International Development Agencies, government agencies and local authorities.

ICM provides examinations in more than 200 subject areas ranging from accounting and finance to tourism and hospitality and from marketing and advertising to project management and examines and certifies candidates to an internationally consistent standard.

3 ICM Articulation Agreements with Universities

The Institute has formal partnership arrangements with universities in the UK and overseas. A full list of progression routes from ICM qualifications into Undergraduate and Post Graduate courses at UK Universities is available from the ICM website.

Established articulation arrangements provide direct access to the second and final years of a wide range of BA/BSc degrees for ICM Diploma qualifications (Level 5 Diploma) and

Advanced Diploma qualifications (Level 6 Diploma). Access to Masters programmes also exist for those with ICM Graduate Diplomas (Level 6) and ICM Post Graduate Diplomas (Level 7). In addition, ICM Certificate (Level 4 Diploma) holders may be eligible for entry to year 1 of appropriate degrees.

Subject to status and grades obtained, students holding ICM Diploma qualifications at levels 4, 5, 6 and 7 are accepted onto Undergraduate and Post Graduate degree programmes offered by institutions in continents across the globe.

Our strategic partners have agreed that students can enter their degree programmes with Advanced Standing, provided they possess the right Grade profile and are able to meet other admissions criteria, such as language competence. The stated grade and points requirements may be subject to local variations.

Entry to the First Year

Application for entry to the first year of a relevant degree programme will be considered for those students who hold a relevant ICM Certificate Level Award.

Entry to the Second Year

Application for entry to the second year of an Honours degree programme will be considered for students who have passed a relevant ICM Diploma (Level 5) programme and have met the following requirements:

- obtained at least 24 Points from 8 subjects leading to the qualification
- obtained at least a Grade C in all subjects in the Diploma

Entry to the Final Year

Students who have passed a relevant ICM Advanced Diploma (Level 6 Diploma) programme will be considered for final year entry if they have achieved the following:

- obtained at least 32 Points from 12 subjects leading to the Advanced Diploma
- obtained at least a Grade C in all subjects in the Advanced Diploma

Entry to the Post Graduate Year

Students who have passed a relevant ICM Graduate Diploma (Level 6 Diploma) programme will be considered for entry to Masters programmes if they have achieved the following:

- obtained at least 12 Points from the final 4 subjects leading to the qualification
- obtained at least a Grade C in all subjects in the Graduate Diploma

Converting ICM subject grades into points

The following rules apply in relation to converting ICM subject grades into points:

- an 'A' grade is awarded 6 points
- a 'B' grade is awarded 4 points
- a 'C' grade is awarded 2 points
- a 'D' grade is awarded 0 points

Progression Routes

Students wishing to progress to degree programmes should review the range of courses available at our partner Universities. Information on appropriate university courses can be obtained from our website.

The Institute's qualifications are also recognised by leading professional examining bodies for either subject exemption or registration purposes. Further details can be obtained from the appropriate examination bodies.

4 Learning, Teaching and Assessment Strategy

Tuition in preparation for the Institute's examinations takes place on a number of levels, including lectures, seminars, class discussion and problem review and analysis.

Formal lectures provide a foundation of information, which students build on through directed learning and self-managed study outside the classroom.

Students are actively encouraged to form study groups to discuss course material, fostering a greater depth of learning experience.

4.1 Assessment

Assessment for the majority of programmes is based on final examinations. The Institute has a traditional approach to assessment. Formative assessment is provided by ICM Teaching Centres as and when appropriate and may include; essays, in-class tests, role play exercises, presentations and projects. However, in terms of gaining a professional qualification, and in order to maintain standards, ICM believes that students should be formally assessed on the body of knowledge covered during the course and be examined as individuals on the required learning outcomes.

4.2 Student Workload

In accordance with nationally accepted codes of practice in the UK, each 20 credit unit represents a total of approximately 200 hours of learning. Typically, each ICM award at undergraduate level comprises four units of 20 credits each. Students must complete four units at each level leading to the awards of Certificate (Level 4 Diploma), Diploma (Level 5 Diploma), Advanced Diploma (Level 6 Diploma) and Graduate Diploma (Level 6 Diploma). Thus, for example, in order to gain an ICM Advanced Diploma, a student must have completed the Certificate, Diploma and Advanced Diploma stages. The Post Graduate Diploma (Level 7 Diploma) consists of 120 credits divided into six units.

The learning hours for each unit are subdivided into appropriate categories of learning opportunities, such as lectures, seminars, preparation time, directed study, time spent on assessment items and exam preparation. At least one quarter of this time is usually devoted to formal contact time.

A further one quarter of this time is related to directed learning. The balance of workload is comprised of individual, self-managed student learning and revision.

Note that for a unit delivered in standard mode, the ICM examinations calendar accommodates a teaching year of approximately 2 x 20 teaching weeks, and four weeks of revision/end of year assessment.

Furthermore, each unit is assigned to a particular 'Level', with each Level corresponding to the group of subjects contained within the programmes leading to the award of a Certificate (Level 4 Diploma), Diploma (Level 5 Diploma), Advanced Diploma (Level 6 Diploma), Graduate Diploma (Level 6 Diploma) or Post Graduate Diploma (Level 7 Diploma).

5 ICM Qualifications and Progression

Understanding your qualification is important and the following guidelines outline how ICM qualifications fit within the UK National Qualifications Framework and support vocational learning.

ICM has benchmarked its qualifications against the UK National Qualifications Framework (NQF). In recognition of the NQF levels and with reference to appropriate National Occupational Standards, the Institute has produced the following level descriptors which should be read in conjunction with the table provided in section 5.6.

5.1 ICM Certificates (equivalent to NQF Level 4 Diplomas)

ICM Certificates are awarded to those who have passed Part 1 (the first four or five subjects, depending on the course) of an ICM Diploma programme. See below for ICM Diploma Entry Requirements. ICM Certificates represent a level of qualification that recognises the ability to gain, and where relevant apply a range of knowledge, skills and understanding.

ICM Certificate holders should be able to display competence in the application of knowledge in the performance of a range of work activities, some of which may be routine and predictable with some being complex or non-routine.

Learning at this level involves gaining knowledge and skills appropriate for individuals working semi-independently, or receiving basic supervision and training from others in their field of work.

Students should begin to develop a degree of individual responsibility or autonomy in their study as well as the ability to collaborate with others, for example through participation in work groups or teams.

Successful completion of the ICM Certificate enables entry to the first year of appropriate degree programmes at a range of Universities. For a complete list of progression routes please refer to the website.

5.2 ICM Diplomas (equivalent to NQF Level 5 Diplomas)

Entry to an ICM Diploma programme requires completion of secondary education or an equivalent and recognised programme of study.

ICM Diplomas represent a level of qualification which recognises the ability to gain, and where relevant apply a range of knowledge, skills and understanding.

ICM Diploma holders should be able to display competence in the application of knowledge in a broad range of varied work activities performed in a wide variety of contexts, most of which are complex and non-routine.

Learning at this level involves obtaining detailed knowledge and skills appropriate for people working independently, or providing basic supervision and training of others in their field of work and people wishing to go to University.

Progression is available from the ICM Diploma to the second year of relevant degree programmes at a range of Universities. For a complete list of progression routes please refer to the website.

5.3 ICM Advanced Diplomas (equivalent to NQF Level 6 Diplomas)

Entry to an ICM Advanced Diploma programme requires completion of the ICM Certificate and Diploma in the selected programme. Students holding other relevant and equivalent qualifications which contain ICM Diploma subjects could qualify for entry as well as subject and Level exemptions.

ICM Advanced Diplomas represent a level of qualification which involves specialist learning and detailed analysis of a high level of information, knowledge and skills in a specified area of work or study.

Students undertaking an ICM Advanced Diploma should demonstrate the depth of knowledge and understanding of an area of work or study to enable them to formulate solutions and responses to complex problems and situations.

ICM Advanced Diplomas are appropriate for people working in positions such as Senior Supervisors, Professionals or Managers. These individuals need to demonstrate significant levels of knowledge, a high level of work expertise in job roles and competence in managing and training others. Learning at this level is appropriate for people working in technical and professional jobs, and/or managing and developing others.

The ICM Advanced Diploma is equivalent to NQF Level 6 and in terms of level and credit value these qualifications are comparable to UK Intermediate Higher Education qualifications such as HNDs, Diplomas of Higher Education and Foundation Degrees.

Progression is available from ICM Advanced Diplomas to the final year of relevant degree programmes at a range of Universities. For a complete list of progression routes please refer to the website.

5.4 ICM Graduate Diplomas (equivalent to NQF Level 6 Diplomas)

Entry to an ICM Graduate Diploma programme requires prior completion of the ICM Diploma and Advanced Diploma in the selected programme.

Advanced Standing and Exemptions: Students holding relevant degrees and equivalent qualifications which contain ICM Certificate, Diploma and Advanced Diploma subjects could qualify for entry as well as subject and Level exemptions.

Students at this level study highly developed and complex levels of knowledge enabling the development of in-depth and original responses to complicated and unpredictable problems and situations.

Learning at the Graduate Diploma level involves the demonstration of high level specialist professional knowledge appropriate for senior professionals and managers. Indicative competencies involve the application of a range of fundamental principles across a wide and often unpredictable variety of contexts as well as the ability to perform technical or professional work activities in a variety of contexts with a substantial degree of personal responsibility and autonomy.

A qualification at this level is appropriate for people working as knowledge-based professionals or in professional management positions. This qualification is equivalent to a Bachelors degree, and progression is available from the ICM Graduate Diploma to Post Graduate programmes such as Masters degrees.

5.5 ICM Post Graduate Diplomas (equivalent to NQF Level 7 Diplomas)

Entry to an ICM Post Graduate Diploma programme requires completion of an ICM Graduate Diploma, another Level 6 award, or a degree level qualification in an appropriate discipline.

Refer to Section 6 for Advanced Standing arrangements for mature candidates.

Students at this level of study should display a mastery of high level knowledge and skills and have professional and research-based skills.

This qualification is equivalent to two thirds of a Masters degree (MBA or MA) and advanced standing can be given onto a range of Masters degrees. For a complete list of progression routes please refer to the website.

5.6 Relative Positioning of ICM Qualifications

The following table gives an indication of the relative positioning of ICM awards, compared with other types of qualifications and levels. Reference is made to levels in the UK National Qualifications Framework and example qualifications at each level. In addition, the final column in the table (FHEQ) shows the 'equivalent' qualifications commonly being developed and delivered in the University sector. For example, these indicate that the ICM Advanced Diploma equates to an intermediate level award (in terms of credit accumulation this ICM qualification equates to a Higher National Diploma). Furthermore, the ICM Graduate Diploma equates to a Bachelors degree level qualification and the ICM Post Graduate Diploma equates to a Masters degree level qualification.

Relative Positioning of ICM Qualifications

National Qualifications Framework (Levels and example vocational qualifications)	Framework for ICM Levels	Framework for Higher Education Qualification Levels (FHEQ)
Level 7 Professional Diploma in Translation	ICM Post Graduate Diploma (Level 7 Diploma)	M (masters) , Masters degrees, Post Graduate certificates and diplomas
Level 6 Diploma in Management	ICM Graduate Diploma (Level 6 Diploma)	H (honours) Bachelors degrees (BSc/BA)
	ICM Advanced Diploma (Level 6 Diploma)	I (intermediate) Diplomas of higher education, foundation degrees, Higher National Diplomas
Level 5 BTEC Higher National Diploma in 3D Design	ICM Diploma (Level 5 Diploma)	C (certificate) Certificates of higher education
Level 4 Certificate in Early Years Practice	ICM Diploma (Level 5 Diploma)	
Level 3 Certificate in Small Animal Care NVQ in Aeronautical Engineering A levels		
Level 2 Diploma for Beauty Specialists NVQ in Agricultural Crop Production GCSEs Grades A*-C		
Level 1 Certificate in Motor Vehicle Studies NVQ in Bakery GCSEs Grades D-G		
Entry – e.g. Entry Level Certificate in Adult Literacy		

6 Student Registration & Course/Level Entry Requirements

6.1 Student Registration

In order to undertake any ICM examination candidates must be Registered ICM Student Members.

Student Membership can be obtained by completing the appropriate Student Registration Application form and returning the form and the Student Registration Fee to the Institute. Details of Student Registration Fees can be found on the ICM website.

The Student Registration fee is valid for one year and can be renewed annually.

Important Note: All students wishing to register for any ICM Advanced Diploma programme or above, MUST complete and attach an Academic History form to their Student Registration form. Copies of all qualifications and Awards obtained by the student must also accompany the Academic History form.

The Academic History form is used to ensure that students are qualified to commence their studies at the Level they have selected.

6.2 Student Registration Fees

Student Registration fees for standard ICM Awards and programmes are based on the country in which you will undertake your examinations. The current fees levels are as follows:

Group 1: If you are based in Europe, and EU Member State, North America, a Gulf State, India, the Middle East, Australasia, Singapore, South Africa, China, Hong Kong or Malaysia your Registration Fee will be £50.00 Pounds Sterling.

Group 2: If you are based in sub-Saharan Africa, Central or South America, Pakistan, Bangladesh, the Caribbean or North Africa your Registration Fee will be £25.00 Pounds Sterling.

Group 3: A special rate exists for students in countries which have (a) emerged from conflict (b) countries in which the general population is subject to great poverty and (c) countries in which the UN acknowledge that the level of economic activity and national per capita income is unacceptably low.

6.3 Course/Level Entry Requirements

ICM professional programmes are structured in 'Levels'. These Levels are designed to provide a structured and progressive level of knowledge.

All students are required to commence their studies at the Diploma Level of all programmes unless they are able to claim subject-for-subject or Level exemptions.

Subject-for-subject exemptions can be applied for if the student has (a) been examined, in the subject, by another recognised Awarding body and (b) has passed the examination/s set by the alternate body.

The Institute operates an 'Open Entry' policy in respect of most of its Diploma Level vocational programmes, subject to appropriate work experience, but prospective students should note that the following qualifications are recommended for those wishing to undertake ICM Diploma Level programmes:

Entry to an ICM Diploma Level Programme (NQF Level 5)

Entry to an ICM Diploma programme requires completion of secondary education or equivalent. For example:

- One GCE A-level plus three GCSEs (or equivalents) or 5 GCSEs
- A suitable BTEC National Award
- Any qualification equivalent to one or more of the above

The minimum age for registration for the majority of programmes is 18. Applicants over the age of 20 who do not hold one of the recommended entry qualifications may also register for some Diploma Level programmes providing they have been in full-time employment for a minimum of two years and can produce a letter from their employer to confirm this.

Entry to an ICM Advanced Diploma Programme (NQF Level 6)

Entry to an ICM Advanced Diploma programme requires completion of the ICM Diploma Level of the selected programme.

Entry to an ICM Graduate Diploma Programme (NQF Level 6)

Entry to an ICM Graduate Diploma requires completion of the ICM Diploma and Advanced Diploma in the selected programme.

Entry to an ICM Post Graduate Diploma Programme (NQF Level 7)

Registration for an ICM Post Graduate Diploma is accepted from those:

- who have completed an ICM Graduate Diploma
- who hold any Level 6 business or management Award
- holders of business and management degree level qualifications

Mature Candidates. Applications from those over the age of 25 who do not meet the standard Entry Requirements will also be considered providing they:

- Are over the age of 25
- Have been in employment for 5 years – a letter of support is required from the applicant's employer; and
- Hold a management or senior supervisory position

7 Examinations and Results

7.1 Examinations

In order to achieve a consistent global standard the Institute sets all examination papers and all candidate scripts are returned to the Institute for marking.

Invigilation of examinations is undertaken either by external Invigilators who are appointed by the Institute or by the British Council. Examinations are held in March, June, September and December and the Examination Timetable can be found on the ICM website.

Candidates must be registered and paid-up Student Members of the Institute at the time they undertake their examinations. Examination papers are securely distributed to ICM Approved Centres and scripts are assessed and moderated in the UK by ICM Appointed Examiners.

Full details of Examination dates can be found on the ICM website.

7.2 Examination Entry Fees and Forms

Examination Entry fees are shown on the appropriate Examination Entry form for the subject/programme you are undertaking. In general, the standard Examination fee is £26.00 Pounds Sterling per subject. There are however some specialist programmes where a higher subject fee may be payable. If you have any queries relating to fees please contact your Teaching Centre.

In order to undertake any ICM Professional or Single Subject examination you must be a Registered and paid-up ICM Student Member.

To enter for an examination you need to complete the relevant Examination Entry form and submit it to the Institute.

7.3 Examination Timetable

ICM examinations take place four times each year, in March, June, September and December. The Timetable for each year states the Closing Date for receipt of entries for each examination Series. Please visit the website to view the ICM examination timetable.

7.4 Examination grades and re-marking

You can request that your examination script is re-marked if you are unhappy with your result.

The fee for this is £35.00 Pounds Sterling per script. The Institute operates a triple marking and moderation system. In the event that the moderator increases the original marks awarded, the fee for re-marking your script will be refunded to you. Should the Grade awarded remain the same, you will be issued with a full Examiner's Report detailing your examination performance. The Institute retains answer scripts for a maximum period of six months. Examination scripts/answer books are not returned to candidates under any circumstances.

7.5 Examination re-sits

Although ICM Examinations are held every twelve weeks it should be noted that it takes an average of twelve weeks to mark the scripts after each Examination Series.

If you sit, for example, for one or more subjects in March you will not receive your results until June. This means that if you were to fail a subject in March, you would not be able to re-sit the subject in June, as you will have missed the Closing Date for the June Series.

Our advice is that you try to split your subject examinations between two consecutive Examination Series, e.g. If your programme has four subjects you could take two subjects in one series and two in another series.

On this basis, were you to fail one subject in March you would be able to re-sit it in September, giving you plenty of time for revision.

7.6 Examination Closing Dates

There is a Closing Date for receipt of Examination Entries and candidates entering for examinations must ensure that their completed Examination Entry forms and fees reach the Institute before the Closing Date for each Examination Series. Examination Timetables indicate the closing date for receipt of entries for each sitting and this information also appears on the ICM website. Entries received after the Closing Date are automatically carried forward to the next Examination Series.

7.7 Examination Results

Results are distributed within twelve weeks from receipt of scripts. Candidates are advised not to telephone the Institute for results as this information is confidential and cannot be disclosed over the telephone.

7.8 Examination Grades

Should you wish to re-sit any examination to improve your previous Grade, please note that the latest Grade you obtain will stand.

7.9 Transcript of Academic Results

You may request a transcript of your Academic Results, however please note there is a charge of £15.00 Pounds Sterling for each Award transcript requested.

7.10 Replacement Certificates

Replacement certificates are available on payment of a fee of £20.00 Pounds Sterling per certificate. Please include your Student Registration Number together with your current postal address and indicate which certificate is required.

7.11 Deferrals

There is a fee of £15.00 Pounds Sterling per subject should you wish to defer your examinations to another Series for health or for any other reason. If you are unable to undertake your examinations, it is essential you advise ICM before the appropriate examination date, otherwise the full entry fee of £26.00 Pounds Sterling will be applicable. Please note that you may only defer examinations on one occasion. The full entry fee of £26.00 Pounds Sterling per subject will become due if you defer on more than one occasion.

7.12 Subject Exemptions for Professional Programmes

Students holding relevant recognised qualifications from other professional bodies or recognised Higher Education institutions may apply for Subject Exemptions, on a subject-for-subject basis. It may also be possible, subject to qualifications held, to obtain exemption from a Level within a programme. Documentary evidence is required before any decision can be made in connection with the granting of Subject/Level Exemptions. No exemptions are given for case studies or assignments. Internally awarded school certificates and diplomas **are not accepted for exemption purposes.**

7.13 Single Subject Candidates

Registered ICM students who do not want to complete a full ICM programme may study individual subjects. Single Subject candidates receive a Single Subject Diploma on successful completion of the relevant subject examination. Single Subjects qualify, on a subject-for-subject basis, for subject exemptions from ICM professional programmes.

- Note:**
1. Case Studies, Assignments and Projects, including ALL subjects in any Post Graduate programme, do not qualify for Single Subject Awards.
 2. A student who undertakes, on a Single Subject basis, subjects within a Diploma, Advanced Diploma, Graduate Diploma or Post Graduate ICM programme will not be entitled to a professional Award unless they are exempted from or have completed all lower Levels of that Award.
 3. In order to comply with UKBA requirements, overseas students studying in the UK (excluding those from EU countries) are not permitted to undertake Single Subjects and must undertake a professional programme.

8 Subject advice, educational guidance and student support

You are expected to be independent and to take responsibility for your own academic and personal life. However, your study centre should also provide appropriate help and assistance. Your tutors will direct your studies and ensure that you know what work you need to cover in any given unit. Seek advice from academic staff either during or after class or try to see them during their office hours.

8.1 Study Methods

Teaching Centres are provided with a detailed syllabus and reading list for each subject area. Each Unit Syllabus clearly defines the areas that you will be required to cover for each subject and your examination questions will be based on the areas and topics detailed for

each unit. It is important to ensure that you obtain a copy of each unit syllabus from your Teaching Centre. Alternatively, this information can be obtained online at www.icm.education, in the 'Single Subject' section.

Each Unit Syllabus is normally linked to one main textbook and the examiners base their questions on the contents of the nominated core text.

The Unit Syllabuses also give details of 'Alternative Texts' and texts recommended for further reading. It is advised that you should refer to the 'Alternative Texts' in order to develop your skills and broaden your knowledge of the subject area.

8.2 Payment Methods

For our accepted methods of payment, please refer to the ICM website: www.icm.education

8.3 Choosing your course of study

As an ICM Student Member you can work towards obtaining either a recognised Professional qualification or study for one or more of the 200 Single Subject Awards from the list of subjects offered by the Institute. The choice is yours.

8.4 ICM Approved Centres

Tuition leading to the Institute's examinations can only be provided by Institutions which have been granted ICM 'Approved Centre' status. Please note that some ICM Teaching Centres specialise in particular subject areas and not all ICM Centres will necessarily offer tuition for every ICM course programme. Visit the website to find an ICM Approved Centre near you.

9 Textbooks

The recommended textbooks for each subject are shown on each subject syllabus. Examiners base their questions on the contents of the recommended texts and it is therefore important for you to ensure that you have access to the appropriate texts. You can obtain the full list of books available to purchase from ICM and/or place orders by either contacting your Centre or complete the Book Order Form and send it to ICM's Book Sales Manager at: info@icm.education

10 Students with specific learning difficulties

If you are diagnosed with a specific learning difficulty you may be granted special arrangements for your examination/s. We will require a copy of an Assessment Report issued within the last three years. The amount of additional time and any other arrangements will be determined on the basis of the Report relating to your circumstances. It is possible that you may be granted permission to use a computer or laptop without internet connection in your examinations.

11 Copies of past examination papers and other forms of assessment

The ICM website, www.icm.education, provides a database of recent examination papers, assignments and Case Studies. These can be found in the Student Resources section of the website.

12 Unit Information

Covering all the major business and management areas and topics, the ICM Diploma and Advanced Diploma programmes have, over a fifteen year period, achieved international recognition and are currently undertaken by students in over 40 countries.

12.1 Programme Objectives

To provide students with:

- an understanding of the role of the different media in modern society
- a thorough grounding in the role of the journalist
- knowledge of specific media roles and skills
- the skills to research, write and present effective copy
- skills in presenting publications for the market place
- an awareness of the legal environment in which the media operate

12.2 Recommended Course Duration

To help calculate the duration of the programme, please refer to the section entitled 'Student Work Load' in section 4.2 of this handbook.

12.3 Examination Grades

Grade A – Distinction	70% and above
Grade B – Credit	60% to 69%
Grade C – Pass	50% to 59%
Grade D – Marginal Pass	40% to 49%
Grade F – Fail	39% and under

Certification

On successful completion of all five units, students are awarded the ICM Diploma in Journalism & Media Studies.

12.4 Continuing Education

The Journalism & Media Studies programme will serve as an excellent route for students who ultimately seek full professional status and will provide first class underpinning knowledge for the UK degrees in Journalism & Media Studies. Holders of an ICM Diploma in

Journalism & Media Studies may enter the ICM Advanced Diploma programme and completion of this may enable entry to the final year of appropriate Honours degree programmes.

12.5 Entry Requirements

Students holding relevant recognised qualifications from other institutions or professional examining bodies may apply for exemptions on a subject-for-subject basis.

The Institute operates an 'Open Access' policy in respect of many of its vocational programmes but prospective students should note that the following entrance qualifications are recommended for those wishing to undertake the ICM Diploma programme:

- One GCE A-level plus Three GCSEs (or equivalents)
- A suitable BTEC National Award
- Any qualification equivalent to one or more of the above

The minimum age for registration for this programme is 18.

Applicants over the age of 20 who do not hold one of the recommended entrance qualifications may also register for the programme providing they have been in full-time employment for a minimum of two years.

13 Course Structure

The Diploma in Journalism & Media Studies

1. Broadcast Journalism
2. Freelance & Feature Writing
3. Media Law & Ethics
4. Newspaper Reporting
5. Sub-editing

The ICM Diploma in Journalism & Media Studies is awarded on completion of all 5 subjects

13.1 Unit Syllabuses

Syllabuses for this programme are contained in the following sections.

13.1.1 Broadcast Journalism Syllabus

Unit Title	Broadcast Journalism
Unit Code	BJ-0913
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
The aim of this unit is to provide students with a thorough grounding in the role of the broadcast journalist.	
Main Topics of Study:	
PART A	
News Gathering	
<ul style="list-style-type: none">▶ What is news?▶ News sources▶ Getting the story	
Writing for Broadcast	
<ul style="list-style-type: none">▶ Conversational writing▶ Newswriting▶ Broadcast style book	
Interviewing	
<ul style="list-style-type: none">▶ The interview▶ Setting up the interview	
The News Programme	
<ul style="list-style-type: none">▶ Presenting the news▶ Duties and dilemmas	
PART B – Radio	
BBC World Service	
Radio News Coverage	
<ul style="list-style-type: none">▶ Story treatment	
Equipment	
<ul style="list-style-type: none">▶ Principles of recording▶ Using sound recorders▶ Editing▶ Future of radio	

PART C – Television

Television News

- ▶ Getting the news
- ▶ Studio roles
- ▶ Fieldwork
- ▶ Chasing the story
- ▶ Chasing pictures
- ▶ Piece to camera
- ▶ Compiling the report
- ▶ Fieldwork

TV Scriptwriting

- ▶ Writing the script

Compiling the Report

- ▶ Editing the image
- ▶ Visuals

News Studio

- ▶ The set
- ▶ Control room
- ▶ Fieldwork

News Media

- ▶ Satellite TV
- ▶ Cable TV
- ▶ Digital TV
- ▶ Teletext
- ▶ Internet journalism
- ▶ Computerised
- ▶ Newsroom

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

- | | |
|----|--|
| 1. | Understand issues in news gathering, interviewing and presentation in broadcast context. |
| 2. | Understand and describe techniques of radio broadcasting. |
| 3. | Describe techniques used in TV broadcasting. |
| 4. | Compare and contrast the issues and techniques used across various broadcast media. |

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning should take place on a number of levels, principally through lectures, but centres should also encourage seminars, presentation and class discussion, including review and analysis of current media issues. Formal lectures should provide a foundation of information on which the student builds through directed learning and self managed learning outside the class.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:		Weighting:
Examination: 3 hours duration		100%
Indicative Reading for this Unit:		
Main Text Broadcast Journalism, Andrew Boyd, Focal Press		
Alternative Texts Broadcast News, Radio Journalism & An Introduction to Television, Stevens, Mitchell, Holt, Rinehart & Winston		
Guideline for Teaching and Learning Time (10 hrs per credit):		
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary from college to college according to local needs and wishes.	
50 hours	Directed learning Advanced reading, research and preparation, background reading, Group study and portfolio.	
50 hours	Self managed learning Working through the course text and other recommended reading material, use of the web, interaction with other students and in the field research at relevant sporting events.	

13.1.2 Freelance & Feature Writing Syllabus

Unit Title	Freelance & Feature Writing
Unit Code	FFW-0913
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
The aim of this unit is to provide students with the skills to research, write and present effective copy and have the skills to present publications for the market place.	
Main Topics of Study:	
Feature Articles <ul style="list-style-type: none">▶ What are feature articles?▶ Checklist for success	
Dealing with Editors <ul style="list-style-type: none">▶ Stages in article writing▶ From idea to market▶ Studying markets▶ Commissioning policies▶ Approaching editors▶ Organising the assignment▶ Research methods	
Writing Process <ul style="list-style-type: none">▶ Outlines▶ Writing up methods▶ Presentation▶ Dealing with rejection	
Identifying Ideas <ul style="list-style-type: none">▶ What makes a good idea▶ Finding the angle	
Article Type and Markets <ul style="list-style-type: none">▶ Types in demand▶ Finding a theme▶ Linking an idea to the market▶ National and local newspaper markets▶ Magazines	

Getting Organised

- ▶ Working routine
- ▶ Organising the information
- ▶ Organising for business

Planning Your Assignment

- ▶ The argument
- ▶ Outline
- ▶ Analysis
- ▶ Title
- ▶ Introduction
- ▶ Ending
- ▶ Body
- ▶ Anecdotes and quotes

Research

- ▶ News value
- ▶ Developing contacts
- ▶ Interview sources

Illustrations

- ▶ Subjects
- ▶ Which markets
- ▶ Working with a photographer
- ▶ Taking your own pictures
- ▶ Picture research
- ▶ Graphics
- ▶ Captions
- ▶ Preparation and submission

Developing Writing Techniques

- ▶ Good writing skills
- ▶ Making words work
- ▶ Sentences and paragraphs
- ▶ Description and narration
- ▶ Argument
- ▶ House style
- ▶ Developing your style

Profile and Interview Features

- ▶ Choosing interviewees
- ▶ Background
- ▶ Preparing questions
- ▶ Debating style

- ▶ Making notes
- ▶ Editing the transcript
- ▶ Writing up
- ▶ Aim of profiles

Writing a Column

- ▶ Becoming a columnist
- ▶ Content and topicality
- ▶ Styles
- ▶ Specialist columns

Reviewing

- ▶ Role of the reviewer
- ▶ Types of reviewing
- ▶ Language of compression

Features Department

- ▶ Set-up
- ▶ Departmental output
- ▶ Backgrounders and situationers
- ▶ Follow ups and spin offs
- ▶ Interpretations
- ▶ Leaders and opinion pieces
- ▶ Investigations
- ▶ Show business and ghosting
- ▶ Serialisations
- ▶ Women and family matters
- ▶ Reader involvement

Expanding Your Market

- ▶ Fillers
- ▶ Writing for business organisations
- ▶ Overseas markets
- ▶ Syndication

Openings in Advertising and Publicity

- ▶ Scope for journalists
- ▶ Advertising copywriting
- ▶ Direct mail
- ▶ Press release
- ▶ Feature articles and advertorials

Writing as a Specialist

- ▶ Marketing strategy
- ▶ Content

- ▶ Right language
- ▶ Shape
- ▶ Research and fact checking

World of Publishing

- ▶ Newspapers
- ▶ Magazines
- ▶ Planning ahead
- ▶ Deadlines
- ▶ Editing and presentation

Writing into the Future

- ▶ New technology

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

- | | |
|----|---|
| 1. | Define feature writing and describe the processes in constructing good features. |
| 2. | Utilise different techniques in the production of features. |
| 3. | Understand the importance of planning and research in preparing features. |
| 4. | Use appropriate interviewing and information gathering techniques. |
| 5. | Describe the primary aspects of a features department and related publishing organisations. |
| 6. | Produce appropriate written copy for different forms of features. |

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning should take place on a number of levels, principally through lectures, but centres should also encourage seminars, presentation and class discussion, including review and analysis of current media issues. Formal lectures should provide a foundation of information on which the student builds through directed learning and self managed learning outside the class.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
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Examination: 3 hours duration	100%
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Indicative Reading for this Unit:

Main Text

Writing Feature Articles, Brendon Hennessy, Focal Press

Alternative Texts

The Business of Freelancing, Graham Jones, BFP Books

Writing to Win, Mel Lewis, McGraw Hill

Guideline for Teaching and Learning Time (10 hrs per credit):

50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary from college to college according to local needs and wishes.
50 hours	Directed learning Advanced reading, research and preparation, background reading, Group study and portfolio.
50 hours	Self managed learning Working through the course text and other recommended reading material, use of the web, interaction with other students and in the field research at relevant sporting events.

13.1.3 Media Law & Ethics Syllabus

Unit Title	Media Law & Ethics
Unit Code	MLE-0913
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
In undertaking this unit students will have an awareness of the legal environment in which the media operates.	
Main Topics of Study:	
The Legal System <ul style="list-style-type: none">▶ Sources of law▶ The legal profession▶ Court system	
Court Restrictions <ul style="list-style-type: none">▶ Open court rule▶ Reporting restrictions in court▶ Industrial tribunals▶ Access to information▶ Gaining access▶ Challenging court decisions on access	
Breach of Confidence <ul style="list-style-type: none">▶ Obligation of confidence▶ What is confidential▶ Defences	
Contempt of Court <ul style="list-style-type: none">▶ Strict liability rule▶ Defences▶ Injunctions	
Libel <ul style="list-style-type: none">▶ Principle of libel▶ Libel and slander▶ Libel and malicious falsehood▶ Defamation▶ Plaintiff's case▶ Defences against libel claims	

- ▶ Procedure, injunctions and damages

Criminal Libel

- ▶ Distinction between civil and criminal libel
- ▶ Criminal libel in newspapers
- ▶ Defending criminal libel actions
- ▶ Penalties
- ▶ Blasphemous libel and seditious libel

Copyright

- ▶ Copyright works
- ▶ Who owns copyright
- ▶ Infringement
- ▶ Duration
- ▶ Remedies

Journalist Sources

- ▶ Legal implications and restraints

Obscenity, Indecent Displays and Racial Hatred

- ▶ Definition of obscenity
- ▶ Deprave and corrupt
- ▶ Search, seizure and forfeiture
- ▶ Public good defence
- ▶ Indecent displays
- ▶ Incitement of racial hatred

Elections and Parliament

- ▶ Broadcasting controls
- ▶ Statements about candidates
- ▶ Parliamentary privilege and contempt
- ▶ Freedom of speech

Professional Regulatory Bodies

- ▶ Regulatory systems and roles

Right to Privacy

- ▶ Basic propositions

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Understand how ethical considerations underpin all systems of law.
2.	Describe the English legal system and court procedures.
3.	Describe different forms of libel and the potential penalties.
4.	Describe parliamentary practice and regulatory systems relating to media law.
5.	Apply this knowledge to all areas of journalism.

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:	
Learning should take place on a number of levels, principally through lectures, but centres should also encourage seminars, presentation and class discussion, including review and analysis of current media issues. Formal lectures should provide a foundation of information on which the student builds through directed learning and self managed learning outside the class.	
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
Main Text Law & the Media, Tom Crone, Butterworth Heinemann	
Alternative Texts McNae's Essential Law for Journalists, Tom Welsh & Walter Greenwood, Butterworth Heinemann	
Guideline for Teaching and Learning Time (10 hrs per credit):	
50 hours	Lectures / Seminars / Tutorials / Workshops These interactive sessions will be used to discuss concepts and allow students to present findings.
50 hours	Directed learning Advance reading and preparation / Background research / individual and group preparation for seminars.
50 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.4 Newspaper Reporting Syllabus

Unit Title	Newspaper Reporting
Unit Code	NR-0913
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
This unit aims to provide students with a thorough grounding in the role of the journalist and the skills to research, write and present effective copy.	
Main Topics of Study:	
What is Journalism? <ul style="list-style-type: none">▶ What makes a good journalist?▶ The skills of a good journalist▶ Role in journalism▶ Categories of written publication	
What is News? <ul style="list-style-type: none">▶ News ideas▶ Assessing news value▶ Good news and bad	
Gathering News <ul style="list-style-type: none">▶ News room▶ Contacts and news leads▶ Investigative reporting▶ Developing story ideas▶ Chasing facts▶ Making inquiries▶ Taking notes▶ Dealing with people▶ Being fair and thorough▶ Pictures▶ Sources of background information	
Interviewing <ul style="list-style-type: none">▶ Preparation▶ Establishing confidence▶ Coaxing answers▶ Checking back	

- ▶ Telephone interviews
- ▶ Controversial interviews
- ▶ Failed interviews
- ▶ Vetting copy

Local Reporting

- ▶ The district reporter
- ▶ Developing contacts
- ▶ Local organisations
- ▶ People in the know
- ▶ The local angle
- ▶ Diary jobs

News Writing

- ▶ The right angle
- ▶ Style
- ▶ Opening sentence
- ▶ Grabbing the reader
- ▶ Order of facts
- ▶ Quotes
- ▶ Presentation
- ▶ Helping the reader
- ▶ Complaints
- ▶ Summarising
- ▶ Writing for the national, local and other news markets

Newspaper Language

- ▶ Newspaper English
- ▶ Journalese
- ▶ Sequence and structure
- ▶ Storytelling techniques
- ▶ Bad habits
- ▶ Style
- ▶ Punctuation
- ▶ Quotes
- ▶ Grammar

News Reporting

- ▶ Courts
- ▶ Government
- ▶ Politics
- ▶ Business and industry
- ▶ Religion

- ▶ Sport

Specialist Writing

- ▶ Feature writing
- ▶ Arts reviews

Newspaper Structure

- ▶ Roles
- ▶ Copy input
- ▶ Page production
- ▶ Press and post press

Ethics

- ▶ Press complaints
- ▶ Accountability
- ▶ Informants
- ▶ People in the news

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Understand the requirements of journalism including the ethical dimension.
2.	Describe the complex nature of 'news' and appropriate gathering methods.
3.	Summarise the aspects of journalism across different sectors.
4.	Use appropriate journalistic techniques in different contexts.

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning should take place on a number of levels, principally through lectures, but centres should also encourage seminars, presentation and class discussion, including review and analysis of current media issues. Formal lectures should provide a foundation of information on which the student builds through directed learning and self managed learning outside the class.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%

Indicative Reading for this Unit:

Main Text

Practical Newspaper Reporting, Geoffrey Harris & David Spark, Butterworth Heinemann

Alternative Texts

English Style & Usage, Simon Jenkins, Times

Newspaper Language, Nicholas Bagnall, Butterworth Heinemann

Modern Newspaper Practice, F.W. Hodgson, Butterworth Heinemann

Guideline for Teaching and Learning Time (10 hrs per credit):

50 hours	Lectures / Seminars / Tutorials / Workshops These interactive sessions will be used to discuss concepts and allow students to present findings.
50 hours	Directed learning Advance reading and preparation / Background research / individual and group preparation for seminars.
50 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.5 Sub-editing Syllabus

Unit Title	Sub-editing
Unit Code	SE-0913
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
This unit aims to provide students with the skills in presenting publications for the market place.	
Main Topics of Study:	
Quark <ul style="list-style-type: none">▶ What is Quark?▶ Technology and the sub	
Editorial Production <ul style="list-style-type: none">▶ Creating news▶ Newsroom▶ Copytaster▶ Measuring the news▶ News patterns▶ Production▶ Production start up	
Design and Typography <ul style="list-style-type: none">▶ Format▶ Balance of contents▶ Roles▶ Designing the pages▶ Typography▶ Using type▶ Design workshop	
Pictures <ul style="list-style-type: none">▶ Role of pictures▶ Sources▶ Photo briefing▶ Choosing pictures▶ Editing pictures▶ Design	

Text

- ▶ Editing
- ▶ Checking sources
- ▶ Making it fit
- ▶ Editing the page
- ▶ Order and shape
- ▶ Introduction
- ▶ Delayed drop
- ▶ Story sequence
- ▶ Quotes
- ▶ Geography
- ▶ Time

Language

- ▶ Sentence
- ▶ Paragraphs
- ▶ Punctuation
- ▶ Right word
- ▶ Clichés
- ▶ Vogue words
- ▶ Misused words
- ▶ House style
- ▶ Journalese

Writing Headlines

- ▶ Words
- ▶ Symbols
- ▶ Accuracy
- ▶ Headline punctuation
- ▶ Abbreviations
- ▶ Content

Headline Typography

- ▶ Shape
- ▶ Arrangement
- ▶ Type style
- ▶ Character counts
- ▶ Spacing
- ▶ Creativity
- ▶ Alternative words
- ▶ Caption writing
- ▶ Contents bills

Rewriting

- ▶ When to rewrite
- ▶ Revising and editionising

Subbing and the Law

- ▶ Legal traps
- ▶ Privilege

Handling a Running Story

- ▶ Dealing with the text

Features

- ▶ Planning and design
- ▶ Editing and projection

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Understand the importance of sub-editing and associated roles.
2.	Demonstrate an understanding of page layout and the effective use of text in headlines and body copy.
3.	Demonstrate an understanding of the importance of layout and design in combining text and graphics.
4.	Communicate effectively through print and online pages.

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning should take place on a number of levels, principally through lectures, but centres should also encourage seminars, presentation and class discussion, including review and analysis of current media issues. Formal lectures should provide a foundation of information on which the student builds through directed learning and self managed learning outside the class.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%

Indicative Reading for this Unit:**Main Text**

New Subediting, F.W. Hodgson, Butterworth Heinemann

Guideline for Teaching and Learning Time (10 hrs per credit):

50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary from college to college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Background research / individual and group preparation for seminars.
50 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.