

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A	
QUALIFICATION DEVELOPER	University of Botswana							
TITLE	Master of Arts in Media and Communication					NCQF LEVEL	9	
FIELD	Humanities and Social Sciences			SUB-FIELD	Media and Communication			
New qualification	✓	Review of existing qualification						
SUB-FRAMEWORK	General Education			TVET		Higher Education	✓	
QUALIFICATION TYPE	Certificate			Diploma		Bachelor		
	Bachelor Honours			Master	✓	Doctor		
CREDIT VALUE						240		
RATIONALE AND PURPOSE OF THE QUALIFICATION								
<p>Rationale:</p> <p>The Master of Arts in Media and Communication qualification has been designed to widen the employability window of local graduates in the media and communication sector. The qualification provides knowledge, skills and competences that allow for employment and entrepreneurship in the media, creative arts and communication industries. The qualification is in line with the <i>Educational and Training Sector Strategic Plan (ETSSP) Priority 1</i>, which calls for <i>improved quality and relevance of education</i>, one that fosters innovation and generation of new knowledge and skills for the socio-economic and sustainable development of the nation, and equipping learners with the understanding, relevant knowledge and skills that will enable them to make informed choices about their lives within a rapidly changing global economy. The qualification is also prepared in response to Botswana's Vision 2036 pillar 1 of <i>Sustainable Economic Development</i>, which states that by 2036 Botswana will be a high-income country, with an export-led economy underpinned by diversified, exclusive and sustainable growth driven by</p>								

high levels of productivity encompassed amongst others by the creative industries and information technology.

In addition, this qualification capitalises on the fourth Industrial Revolution (4IR), of which its several essential indicators are underpinned on the innovative developments and creativity in digital production, in an effort to resolve information asymmetry problems to increase efficiency, certainty and security for economic growth and job creation. Thus, through knowledge and skills development in digital media and communication theories and production, this proposed qualification will contribute to improving Botswana's human resources needs in the media studies areas such as media management, production, entrepreneurship, audience research and media policy formulation.

Furthermore, this qualification is in line with the concept of the Knowledge Economy (KE), which is defined as an economy dependent on human capital and intangible assets such as proprietary ICT. Supported and fueled by innovation, research and rapid technological advancement, the KE places thinking and analysis of data at the forefront, prioritizing intangible patents, copyrights, or proprietary processes including IT systems and software. Within businesses, the KE predicate innovative management practices, essential technical expertise, data collection and analysis skills that enable businesses and companies to compete in the modern global economy. It is predicted that these skillsets and competences in using digital technologies will be fostered within the Master of Arts in Media and Communication degree.

Purpose:

The proposed qualification will provide learners with advanced theoretical and practical knowledge, skills and competences in the media and communication.

The qualification will produce graduates who have:

- Sufficient theoretical and practical competences in managerial, creative, academic, entrepreneurial or research-oriented roles in media and communication fields.
- Adequate knowledge of and be able to critically analyze such recent global media developments as media streaming, the creative commons, the “digital divide” and media convergence.

- Advance skills with respect either to production of media products as applied solutions (i.e. professional projects, corporate support) or to formal academic research. They will assume roles in as television producers, news editors, advertising managers, senior public relations officers and radio producers.

Graduates will fill skills gaps and roles in the following:

- Media production: radio and television producers, journalists, writers and public relations officers.
- Media monitoring, evaluation and management: editors, board members, senior information officers, studio managers and project managers.
- Media research: researchers and academics.

ENTRY REQUIREMENTS (including access and inclusion)

Entry requirement for this qualification is through any of the following:

- A Bachelors' Degree (NCQF 7) and/or honors (NCQF 8) in any media related field from a recognized university.
- RPL and CAT will be provided for access to the qualification using ETP Policies in line with the National Policies.

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA/ LEARNING OBJECTIVES	
1. Apply advanced specialized theories and aesthetic principles in the presentations of images and information.	1.1 Apply mass communication theories to media and communication problems and issues. 1.2 Show ability to recall the main themes and rationale of mass communication theories. 1.3 Critique globalization of the media and the communication sector. 1.4 Propose how countries of the Global South can make their voices heard in the communication market place.	
2. Apply tools and technologies appropriate for media and communication professions for the production of media content for journalism, public relations and broadcasting.	2.1 Produce non-broadcast media product. 2.2 Critique non-media broadcast products. 2.3 Identify steps in reporting processes for investigative story. 2.4 Present data in appropriate visual formats such as tables, maps and charts. 2.5 Identify the data-types and file formats available in a dataset available from data portals, dataset and data visualization tools. 2.6 Critique local film production. 2.7 Produce a video/film documentary.	
3. Demonstrate advanced understanding of qualitative and	3.1 Write academic research papers. 3.2 Make poster presentations of their research findings.	

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quantitative research procedures applicable to media and communication	3.3 Write corporate reports, pitches, business presentations and displays.
4. Apply advanced specialized philosophical underpinnings of ethics to decision-making law and contemporary issues in media and communication.	4.1 Critique national communication policies and regulatory frameworks. 4.2 Identify the link between media law and media ethics. 4.3 Assess ethical case studies. 4.4 Propose communication policies that are contextually relevant.
5. Show ability to think creatively and analytically when explaining the changing economic models for the media and communications industries	5.1 Manage media businesses. 5.2 Identify the issues related to ownership and management of media businesses. 5.3 Advance knowledge and competences in managing big media projects.
6. Demonstrate an understanding of the diversity of peoples and cultures, and of the significance and impact of mass communications in a global society.	6.1 Identify and explain ethical problems in advertising and public relations. 6.2 Analyze economic and social impact of advertising. 6.3 Contextualize the function of media in Botswana and elsewhere. 6.4 Evaluate a substantial body of knowledge on the concepts and theories associated with the evaluation of the impact of the media in society. 6.5 Apply media and communication concepts to resolve current and emerging media and societal issues.

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QUALIFICATION STRUCTURE		SECTION C	
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Media Research Methods	8	12
	Supervised Media Project / Dissertation 1	8	48
	Supervised Media Project / Dissertation 2	9	48
CORE COMPONENT Subjects / Units / Modules /Courses	Media & Communication Theories	8	12
	Media Policy, Regulation & Law	8	12
	Media & Communication Ethics	8	12
	Media Management	8	12
	Media, Society & the Global World	9	12
OPTIONS/ COMPONENT Subjects / Units / Modules /Courses	Advanced Reporting	8	12
	Advanced Data Journalism	8	12
	Issues in Print Journalism Editing	8	12
	Multimedia Reporting	8	12
	Producing for Non-Broadcast Media	8	12
	Documentary Production	8	12
	Advanced Broadcast Programming	9	12
	Applied New Media	9	12
	Strategic Public Relations	9	12
	Advertising & Society	9	12
	Speech, Communication & Rhetoric	9	12
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Technical Writing, Editing and Newsletter/ Magazine Production	8	24
	Web Design and Multimedia	8	
	Special Media in Media	9	
	Communication, Globalization & Cultural Diversity	9	

Rules of combinations, Credit distribution (where applicable):

A learner may qualify for the Master of Arts in Media and Communication (NCQF 9) after successfully completing the entire required core, optional and electives modules.

The total number of credits is 240, including all cores (168 credits), optional (48 credits) and electives components (24 credits).

To complete the electives components, a learner may enroll in any discipline outside of media and communication.

The final dissertation or project must be successfully completed to qualify for the qualification.

ASSESSMENT AND MODERATION

ASSESSMENT

This qualification is assessed through both formative and summative assessment

Formative assessment (Weighs more than Summative Assessment)

This will include continuous assignments that will collectively contribute to the final grade. Integrated assessment procedures to ensure that the purpose of the qualification is achieved.

Summative assessment (weighs less than Formative Assessment)

There shall be examinations that shall contribute to the final grade. Assessment will be in accordance with respective ETP's regulations and procedures.

PASS REQUIREMENTS:

The final grade for the qualification is calculated by averaging the marks obtained in all the required courses. To qualify for the Master of Media and Communication qualification, a student must successfully complete all the required 240 credits.

MODERATION ARRANGEMENTS
<p>Internal Moderation:</p> <p>Pre-moderation is done by relevant internal structures. Quality assurance of the assessment instruments is conducted prior to administration.</p> <p>External Moderation:</p> <p>There will also be external moderation. Moderators must be BQA registered and accredited.</p>
RECOGNITION OF PRIOR LEARNING (if applicable)
<p>There shall be an award of the qualification using Institutional RPL Policy in line with the National RPL Policy.</p>
PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)
<p>Horizontal Articulation</p> <p>The Master of Arts in Media and Communication qualification articulates with</p> <ul style="list-style-type: none"> • Master of Arts Degree in Sociology (NCQF 9) <p>Vertical Articulation</p> <p>The Master of Arts in Media and Communication qualification also articulates with</p> <ul style="list-style-type: none"> • Bachelor of Media Studies • Bachelor of Public Relations and Integrated Communication • Bachelor of Digital Media • Bachelor of Arts Humanities.

Possible Employment Pathways:

- media managers
- advanced artists and/or researchers in creative arts industries
- public relations managers,
- studio light and sound engineer,
- media educators,
- media regulatory officers,
- producers (radio, television and performing arts),
- film / videographers
- intellectual property experts.
- media entrepreneurs

QUALIFICATION AWARD AND CERTIFICATION

Qualification Award:

To be awarded the “Master of Arts in Media and Communication”, a student must successfully complete all the required 240 credits.

Certification:

The qualification does not have mid exits award. Once all the requirements are satisfied, a learner will be issued a Master of Arts in Media and Communication certificate.

REGIONAL AND INTERNATIONAL COMPARABILITY

The requirements of the quality and comparability of the qualification were assured through prior benchmarking with the following Master’s Degree qualification: Twinned MA Degree in Global Media and Communications offered by the University of Cape Town (UCT) and London School of Economics (LSE), the University of Monash’s Master of Communications and Media Studies, and Portsmouth University’s MA in Media and Communication. The benchmarking exercise was based on qualification content, academic and professional development in compliance with the new requirements of BQA.

Benchmarking with regional and international academic institutions inspired the design of the Masters of Arts in Media and Communication curriculum pathways that are flexible, rigorous, comparable, competitive and portable. This was to ensure that the qualification would attract local and international students who would come seeking to advance their knowledge, vocational skills and competences in media and communication. The results of the study in Africa and the Region indicate that there is no Masters' degree in Media and Communication offered locally, hence the qualification will be the first one in the country. The Master of Arts Media and Communication qualification was developed to significantly advance knowledge, skills and competences in media and communication for qualified undergraduate degree holders.

The proposed Master of Arts Media and Communication qualification generally compares well with all the qualifications studied since the exit outcomes cover similar scope and depth and are aligned to exit-level descriptors typical of this level and type of qualification as done within the region and beyond as well as competencies required for registration and accreditation.

REVIEW PERIOD

The Master of Arts in Media and Communication qualification shall be reviewed every five (5) years