

## **Changes for the 2021/22 academic year**

### **Media, Communication and Advertising BA (Hons)**

The University is planning for courses to be delivered primarily in person, face-to-face on the University campus or associated facilities for the 2021/22 academic year.

Every taught<sup>1</sup> programme of study at the University of Winchester has been through a quality assurance process in light of Covid-19 to ensure that the programme aligns with the University's approach to blended learning should this method be required in the event of further disruption to society.

In the event of limitations being placed on the institution by the UK Government, your programme will be embracing the University-wide blended learning approach, with some teaching happening on campus face-to-face and some teaching happening online. This would move to fully online in line with Government restrictions. Any changes to your programme to adjust to this approach have been kept to a minimum, with modifications made only where it is essential to do so.

The University will be utilising technology to achieve a blended approach to online and offline learning. This will mean that your programme will provide online content that students can engage with autonomously and will both stream and record proceedings in face-to-face sessions. This online and recorded content will be available 24/7 on the University Virtual Learning Environment (Canvas), alongside information about timetabled campus seminars, tutorials and access to faculty-specific face-to-face learning.

Your programme team are planning for assessments to be provisioned either online or in person as most appropriate to the course. In the event of interruption to normal operations, assessment will be undertaken online only but the content or type of assessment will not change. For example, if you would have been doing a presentation you will still be doing so, but it will now be online rather than in a classroom.

Students have previously been expected to undertake work experience by the end of Semester 1, in their second year. It has been agreed that under current conditions this may be completed remotely if it is not possible to do so in person. Students unable to complete placement opportunities may instead be allowed to submit a written report that shows an engagement with the industry (for example, the report may include an interview with a professional Public Relations manager). It is very much hoped that the placement situation will have returned to normal by 2022.

---

<sup>1</sup> With the exception of distance learning programmes which are already validated for delivery by distance learning.