

# Career destinations

## BA (Hons) Popular Music Journalism

### Percentage of leavers in known destinations (2009)

The first students completed this course in July 2011, and graduates will be surveyed in January 2012. An insight into the sorts of options available to students at the end of this course can be gained by looking at destinations of leavers from similar courses. Follow the links below to view the destinations of students graduating from:

[BA \(Hons\) Journalism](#)

[BA \(Hons\) Urban and Electronic Music](#)

### Knowledge and skills

This course combines practice units in journalism, including writing and research, with production units in multimedia journalism. Students will be encouraged to develop a portfolio of sample work throughout their studies. Throughout the course, skills are developed in research and analysis. Students are encouraged to evaluate ideas and information and communicate them effectively to a range of audiences.

### Professional accreditation

Accredited by Skillset (the Sector Skills Council for the Creative Media) as part of the University's [Skillset Media Academy](#) - a national centre of excellence in media education.

### Career opportunities

Graduates from this degree may find work in a variety of publishing platforms, including print, multimedia and broadcast. Entry to the industry is competitive. Students need to develop a portfolio, get relevant work experience and consider trainee roles on graduation.

The music industry is very diverse and students may want to consider related roles in public relations and promotion. Further opportunities exist such as sales and marketing, event management, retail, arts administration and publishing. Detailed job descriptions and labour market information can be found in the music section of [www.creative-choices.co.uk](http://www.creative-choices.co.uk)