

SOLENT
UNIVERSITY

SOUTHAMPTON

Writing and Communications





Writing

\ 'rī-tīŋ \ *noun*

1 the act or process of one who writes: such as **a** the act or art of forming visible letters or characters; *specifically* : handwriting **b** the act or practice of literary or musical composition **2** something written: such as **a** letters or characters that serve as visible signs of ideas, words, or symbols **b** a letter, note, or notice used to communicate or record **c** a written composition **d** inscription **3** a style or form of composition **4** the occupation of a writer; *especially* : the profession of authorship



Communications

\ kə-,myū-nə-'kā-shəns \ *noun*

1 the imparting or exchanging of information, signals, or messages as by speaking, gestures, or writing **2** communications plural in form but singular or plural in construction **a** a technique for expressing ideas effectively (as in speech) **b** the technology of the transmission of information (as by print, web, or telecommunication) **3** an act or instance of transmitting



You can communicate and create.

Your writing is excellent and you have
a story to tell.

You're itching to hone your craft, get out
there and make writing your career.

It's a great move. There's a plethora of opportunities in writing and communications, and our industry-focused courses will make you highly employable in this stimulating sector.

Nail your narrative, develop your critical awareness and build on your creative flair through our English degree courses. Do one straight – or go with a clever combo. English with film or journalism, for instance, will give you the specialised skills you need to get the job you want.

We'll add realism to your writing and communications ambitions, ensuring your energies are channelled into unrivalled opportunities, keeping you focused on your future. You'll get to work on live briefs with real-world clients, blending business acumen with industry-ready skills and your own cool creativity.

You'll develop a solid understanding of the way organisations build their brand and communicate with the public, putting you ahead in the multidisciplinary world of advertising, public relations and marketing. And we'll help you to sell your own work, so you can set yourself up as a freelancer.

You'll use industry-standard facilities in a friendly, highly skilled and dynamic learning environment. Our team is rich in academics and industry experts. Our reputation and networks draw guest speakers from the top of their professions. Recent speakers have included former *Kerrang!* editor James McMahon and professionals from Work-Club, Saatchi and Saatchi, and AKQA. You'll get to work on live projects with the UK's top creative firms and agencies. We also offer international study trips and opportunities to study abroad.



Why Southampton



£1.6 billion of new city investment committed or under way

Southampton is a thriving dockland city with a rich heritage, renowned for its culture, music and sport.



It's a great place for writers, hosting an annual poetry and spoken word festival and enjoying the buzz of Premier League football, international cricket and world-class sailing.



International cricket at Hampshire County Cricket Club's home ground



Over 46,000 students, with a population of over 250,000



180+ pubs, bars and nightclubs



The home of world-famous Premier League team Southampton FC

Southampton has a thriving music scene, ranging from emerging bands to live DJs, stadium acts and festivals. Music journalists flock to The Joiners, voted the UK's top small venue for live music by the *NME*. Our own SMILEfest attracts a range of top artists, giving plenty of interview opportunities.



Media companies thrive in our region. We have great relationships with Ericsson, Arquiva and the BBC. Big-name advertising, marketing and PR firms based in the area include Lawtons, Carswell Gould and MediaQuest Ltd. B&Q, Carnival and Old Mutual Wealth also have specialist PR departments.



Southampton is the cruise capital of the UK and home to one of the UK's biggest boat shows.



Perfectly placed for access to locations across the south: Bournemouth, Portsmouth and the New Forest



Less than two hours from London by train



Features one of the UK's top shopping centres



Southampton is the home of NewsQuest, a prolific media group with many newspaper and magazine titles.



300+ acres of managed woodland and open space at Southampton Common



One of the UK's happiest cities (*Southampton City Council 2017 / 2018 The Facts Campaign*)



Five city-centre parks right on Solent's doorstep



The city boasts top theatres and cinemas, including the swanky new Showcase, as well as a brand new Cultural Quarter for the arts.



A portrait of a young woman with long, wavy brown hair, smiling and looking slightly to her left. She is wearing a grey ribbed sweater. The background is a blurred indoor setting with light-colored walls and a blue object visible on the left.

Charlotte Holmes

BA (Hons) Marketing
—
Student

Briefly describe a typical day on your course

I live outside the city so commuting takes time – on a normal day I will arrive to my first lecture/seminar with breakfast in hand. I find that using my laptop for notes is helpful as I can follow the lecturer's presentation notes online.

Depending on the week's workload, I will often use free periods for catching up on assignments and meeting for group projects – the University has great resource centres that remain open late into the evening, so working up to the deadline is not as stressful as it could be!

Best and worst bits of the course?

My timetable allows me to make time for extracurricular subjects and societies, alongside spending time in the city with friends. The city boasts so many sights and activities to keep students busy.

Many of the lecturers that teach on the course are industry professionals – it has been great to hear about their careers, and their guidance has been invaluable for gaining contacts and building up a platform for myself.

The workload in the final year is quite intimidating – the first few weeks have been very intense. But already my lecturers have been very reassuring.

What has surprised you about the course?

Keeping in contact with tutors has been so easy – emails are responded to very quickly and one-to-one meetings are accommodated, providing time for feedback and support.

How is Solent helping you prepare for a career?

When I applied for university, I was still uncertain what path I would choose, and even had my applications for apprenticeships all lined up – I am the type of person who engages better in a practical environment. Solent Creatives really helped me make the decision – with the opportunity to work on live client briefs, I was able to test my own abilities and put theory into practice. The units during the marketing course allow me to be graded upon these experiences, providing me with the power to tailor the degree around my own learning style and preferences.

Solent highlight so far?

The highlight of my time at Solent was being part of a digital fundraising campaign which was successful in raising £1,000. Our team created the campaign 'Paws4Bagdad' from scratch, forming a brand image and concept, and reaching an audience.

What is marketing?

Marketing is the study of consumer needs and the approach to business activity that aids successful sales.

“This course is for you if you have an interest in the relationship between business and the consumer. You will gain an understanding of the influences that affect a sale and a knowledge of how businesses adapt to meet the needs of their market.”

Angela Barnes

BA (Hons) Multimedia Journalism

See BA (Hons) Journalism

Graduated 2008

**Sky News Reporter,
Producer and Presenter**

How did university prepare you for your career?

This course provided me with an excellent foundation to build on at the start of my journalism career by helping me to make a confident and impressive transition into a real newsroom environment.

My current position at Sky is one of the most diverse in the newsroom: not only do I produce, but I also report and present. Being able to combine all of these roles is thanks to the excellent tuition I received in these areas to prepare me for my career.

Favourite Solent memory?

My favourite Solent memory was in my final year of the course. At this stage, all the skills had come together and we were all tasked with producing and reporting a piece of content under a deadline for a live evening news bulletin.

I found a story I wanted to cover with Stop The War Coalition in London and travelled to interview protesters outside Downing Street and film my story.

I remember self-shooting my own piece-to-camera and really enjoyed being on a breaking news story that other news outlets were there covering. I returned to university with all my footage and really enjoyed the process of putting it all together and getting it ready for the news bulletin with the rest of the team.

Tell us a little about your career story so far

During my final year at university, I started freelance writing for the business section of the *Daily Echo*, gaining weekly by-lines. In my third year, I also gained freelance work at the *Evening Standard* newspaper, achieving my first national front page by-line on a mayoral election campaign story.

Upon graduation, I was accepted onto Sky News' internship programme, a very competitive placement to get, which lasted three weeks. After impressing them, I was offered a full-time position at Channel 5 News, which was then part of Sky. I worked there for a year as an online producer and TV reporter. After that, I took a staff position at Sky News where I now work – and love my job!

Tell us about what you are doing now

Every day at work is different, thanks to the variety of skills I have – I go between producing, reporting and presenting.

One of the programmes I occasionally host and regularly report on is called *Swipe*, Sky News' weekly flagship technology show. I'm tasked with coming up with programme ideas, planning and executing them. I often travel around Europe with the show, reporting on interesting stories on TV and, to accompany my reports, writing an article for online or producing a version for mobile, SnapChat, Facebook and On Demand, catering to the different platforms.

I work with a cameraman on location, advising of the footage we need – we work together to capture the story. Afterwards, back at our main studio in London, I then watch through the footage, write up my report and work with an editor to get it ready for broadcast.

Most recently, I was in Paris, reporting on how the city is trying to draw tech talent over from the UK post-Brexit.

I love the freedom we get to be creative and enjoy working on something to fit with all the different platforms we consume now. Every day I work with a really encouraging, supportive team and get to meet interesting people with fascinating stories to tell.

What's your career highlight so far?

Presenting a programme for the first time on one of the best international news channels was a career highlight for me.

I also really enjoyed working on a special report from Iceland, which I also implemented and executed – a 30-minute show where we explored the impact of another ash cloud crisis, working with a team of scientists on one of the country's most active and dangerous volcanoes.

I delivered a piece-to-camera for TV standing in the crater of the glacier covering Katla – the volcano on the watch list! Definitely a career highlight!

What is journalism?

Journalism is delivering the news fairly, succinctly and as accessibly as one possibly can.

What tips would you give to someone wanting a career in your industry?

I would advise lots of work experience – this often leads to your first job, as it did for me. Impress during your placements and always have ideas, be creative, be confident and be proactive!

Make the most of the University's facilities when you are there; film, shoot and edit original reports, and practise in the studio with the kit available; build a portfolio of work when you have the expertise and tools, to help set you on your path.

Apply for placements and start freelancing as soon as possible – find out who books freelance journalists at different media organisations, send them your CV and links to your work, and persist.

Also, keep any public social media accounts professional – you never know who looks at them!

“This course is for you if you want an excellent up-to-date range of core journalistic skills which can be applied to the different mediums.”



Jake Tansley

BA (Hons) Marketing with Sport
—
Student

Briefly describe a typical day on your course

Lectures and seminar times vary from day to day but usually come in blocks. Having back-to-back contact hours gives us the chance to discuss in seminars (where there are a lot of group discussions and high amounts of guidance from the lecturers) the topics that were brought up in our lectures, where the lecturer gives you all the information you need to know about a given point in the topic.

If our contact hours run over lunchtime, then we get an hour off, which is great to go and get some lunch at the cafe in the Spark with your course mates, or to get some work done in the library as around 50 per cent of the coursework is done in a group. This means it is easier to get to know everyone on your course a lot quicker.

“This course is for you if you want to grasp a good understanding of business and marketing in the sporting environment, before heading out into the industry. If you want to progress further into education, then Solent is a great place to start as well, offering lots of different variations on the same study path.”

Best and worst bits of the course?

The best part about the course is the content itself. It is clear that the course leaders really thought about what we would need to know in real-world situations – and also what we would find interesting – when they were designing the course. Having great lecturers delivering the course to us helps as well. It is not the same as school where the teachers may not be taking a class that they really love. The lecturers show a true passion for what they are teaching.

You really have to be prepared to govern your own learning and come up with your own motivation. At school, if you aren't finishing your work then you get punished and made to finish it. At university, you can go out seven nights a week and turn up to two lectures; your lecturer will have a word with you, but ultimately if you aren't prepared to put the effort in, then you will just fail and not be able to continue the course.

What has surprised you about the course?

Honestly, what surprised me the most was how much I love marketing! I have always been into sports and focused on the more practical side of it, not really knowing what marketing was even about. I took a gamble with going into sport marketing and it really paid off for me. The sport to marketing ratio is balanced brilliantly and if you like both of those subjects, then I doubt you will find this course uninteresting.

Solent highlight so far?

Although the course is brilliant, Solent University is about more than just academics. Solent offers a wide range of clubs and societies to join and I play for the University rugby team. Having a different dimension to university life has allowed me to make some great friends. And not only that, but playing rugby week in and week out with them to win the league and be promoted is beyond description.

How is Solent helping you prepare for a career?

For the second year of the course I was able to choose an option for one of my modules. Solent offers a Curriculum Plus module where you can choose to learn a language. With my ambition to do a master's degree in some aspect of Chinese business/marketing, the language option gave me the opportunity to start to learn Mandarin in the coming year. The marketing department also offers tuition for CIM qualification and, with the high price of education these days, the University may be able to offer bursaries for certain modules as well (I'm still working on it).

In one sentence, what is your area of study to you?

Sport marketing is fun, fascinating and a great area to start a blossoming career.

Hollie Ward

BA (Hons) English

—
Graduated 2017

—
Marketing and
Communications

Assistant, Radian Group



“This course is for you if you love reading! Also, if you want lecturers who are really passionate about their subject.”

How did university prepare you for your career?

By giving me a whole range of opportunities to work and gain skills. In my first two years, I acted as course representative, which mostly meant going to meetings and helping to make decisions about the future of the course, as well as giving feedback about how the students were feeling about life at Solent. In my second year, the English team came up with the Quill Society, and I was elected as president. This was all about making contacts in industry and allowing students to network.

Favourite Solent memory?

I got tweeted by John Green! I wrote an article applying Roland Barthes' 'death of the author' theory to *The Fault in Our Stars*. This was part of the Solent Press unit that you do in your second year of English at Solent. I was writing for *OntheScene*, a student magazine in Southampton, and shared the article on Twitter. Next thing I know, John Green had read it and responded! My article got over 1,000 views! It was wonderful and crazy.

Tell us a little about your career story so far

When I started at Solent, teaching really interested me. So I decided to get more classroom experience and started working as a student ambassador. I have picked up a lot of freelance work along the way, including events management, teaching and photography.

Immediately after graduating, I worked for Southampton Festivals, writing all of the copy for the SO: To Speak Festival.

It's a fantastic concept, and really linked into my degree. I am supporting the festival again this year, helping to rebrand the event, as well as creating its website, and marketing the different sessions via social media. This also linked closely with my work for ArtfulScribe, supporting with the delivery of events such as poetry slams, writing workshops and showcases in the local community.

I decided to try out events management on a larger scale and did this by working at Solent as a graduate intern events assistant for one year. This was a fantastic experience for me. I got to work with people like Ed Miliband MP and the Princess Royal, organising events like campus launches and public lectures. I then changed role and became a communications assistant within the same team, supporting with everything from internal communications to alumni events. The staff at Solent are amazing, and incredibly supportive. I would highly recommend the graduate internship programme for any Solent graduates.

My current role as a marketing and communications assistant for Radian Group involves everything from branding to social media and stakeholder engagement. It's great to be doing something completely different, as most of my work experience relates to education.

What's your career highlight so far?

Working on the *Wicked*-themed outreach project with the Mayflower Theatre. I co-facilitated the sessions with Nazneen Ahmed,

the writer in residence for Southampton Libraries. We had a great initial meeting, where we brought together our different experiences and areas of expertise to come up with sessions themed to either *Wicked: The Musical* or *The Wizard of Oz* for learners aged 4-14, and then got the chance to travel all over Hampshire and Dorset delivering these sessions. The students got to do everything from storytelling to drama, crafts and finally creative writing. Their pieces were then submitted to the Mayflower, and the best will be displayed in the theatre during the performances of *Wicked* in October.

It was great to be so actively involved with this project, going into schools and working with children who had never been to a theatre, or never heard of *The Wizard of Oz*, and seeing what they could figure out about the story with the resources we gave them. When they were asked to explain what they thought the plot of *Wicked* might be, they came up with ideas that were better than the actual script! I really hope that they get to come and see the show, because it's truly inspiring.

What tips would you give to someone wanting a career in your industry?

You've picked a fantastic subject. It's so versatile, and valuable to any sector. Just take advantage of the opportunities that people are giving you now – make sure your voice gets heard and that people know who you are and what you can do.

Solent students and graduates have won awards from YCN, D&AD and other creative organisations.

We have a multi-million-pound media complex, including a fully equipped newsroom.



Why writing and communications



Many courses are professionally accredited or recognised.

Solent University has been in the top 25 institutions in the country for the number of graduate start-ups for each of the last three years. (HEFCE 2015 / 2016)



Sales of books and journals reached a record £4.8 billion in 2016, after a 7 per cent year-on-year increase – the biggest in a decade. (*The Publishers Association 2017*)



There are real-world work experience opportunities at our in-house creative agency, video production company and more.



Southampton is ranked 12th out of 25 regional creative locations. (*Southampton City Council 2017 / 2018 The Facts Campaign*)



The creative industries continue to grow and are estimated to employ over 1.8 million people in the UK, an increase of 5.5 per cent since 2013. (*Department for Culture, Media & Sport, 2015*)

Our advertising-based courses also offer the chance to visit London-based creative agencies such as D&AD, Young Creative Network (YCN) and the Institute of Direct and Digital Marketing (IDM).

Publishing is estimated to have accounted for 193,000 jobs in the UK creative economy in 2016, almost 10 per cent of UK creative industries employment. (*Creative Industries 2016*)

Work experience is a core element of all our writing and communications courses. During the second and third years of study you will have the opportunity to undertake a work placement year. You will also be supported and encouraged to gain work experience during your summer break to develop your skills and knowledge further.

Thanks to our close links with industry, many of our writing and communications courses also offer the opportunity to take part in live briefs set by industry professionals. This enables you to solve real problems and come up with creative solutions.

The UK had the fourth largest advertising market globally in 2016, in terms of spend. In the UK alone, advertising expenditure reached approximately £20 billion in 2015.

Throughout your studies you will have the opportunity to benefit from guest lectures, learning valuable industry insight. Recent speakers have included James McMahon (former editor of *Kerrang!*) and representatives from companies such as Work-Club, Saatchi and Saatchi, AKQA and more.

Our in-house agency, Solent Creatives, gives you the chance to work on one-off assignments and briefs, making you more experienced, connected and employable.

The Students' Union Solent Sparks Society, in partnership with the National Association of College and University Entrepreneurs, offers entrepreneurship-focused activities, networking, practical help, events and guest speakers.

A photograph of a young man with a shaved head, identified as Joshua Jones, sitting cross-legged on the steps of a dark wooden door. He is wearing a dark blue V-neck sweater over a white collared shirt, light blue jeans, and white socks with a small logo. He is looking off to the side with a slight smile. The door behind him has a decorative glass panel with a blue and white pattern. The door is set into a brick wall, and there are white electrical boxes on either side. A large, semi-transparent dark circle is overlaid on the top half of the image.

Joshua Jones

BA (Hons) English and Media

Student

Briefly describe a typical day on your course

I am currently in my third year. There is a lot less time actually spent in seminars and lectures than the first and second years, which is perfect for me. There is a lot of reading and discussion: you are encouraged to share your views, no matter how outlandish or far-fetched you may think they are. You are encouraged to push yourself and to learn new ways of reading literature, and typically discuss topics such as feminism, sexuality and existentialism, to name a few.

Best and worst bits of the course?

The level of freedom is a blessing and a curse, depending on the kind of worker you are. For me, I thrive on the level of independence, but I am also a very last-minute worker. It can be difficult to motivate yourself, but there's a lot of time outside of the classroom to dedicate to reading and research, and also to pursue projects outside of university.

What has surprised you about the course?

I've always had a deep dislike of Shakespeare since secondary school. I believe that schools don't teach Shakespeare efficiently enough, to say the least, and I wasn't expecting anything different. Now, I have an awakened appreciation of him as I never saw myself enjoying Shakespeare's work. I've since learned to read and study literature outside of predisposed bias and prejudice. On the media side of the course I've learned that I love recording and designing sound, and about various ways to practise and experiment with that.

Solent highlight so far?

Putting together *On The Water* through Solent Creatives, an anthology of poetry, prose and everything in between. I loved the entire process and I discovered I had a passion for publishing.

How is Solent helping you prepare for a career?

My course has helped me gain confidence and find my voice, think differently and experiment in terms of creative writing and expression. I'm a spoken-word poet and I like to perform and publish poetry. This course has encouraged me to do that.

On the media side of the course I have learned how to use software like InDesign (which I have used to create zines), as well as developed my skills in Photoshop, Premiere Pro and Lightroom. Media courses at Solent are very practical and hands-on. I believe working in the radio and photography studios and using the equipment (which can also be hired out for personal use) are taken for granted: you won't be able to use the work spaces and equipment once you've graduated.

In one sentence, what is your area of study to you?

A platform for artistic and creative expression to gain confidence and fluency in that expression, in whichever way one decides.

“This course is for you if you value independence and individuality.”





Laura Bradley

BA (Hons) Public Relations
and Communication

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Graduated 2017

—
Account Executive,
Resonates

How did university prepare you for your career?

The BA (Hons) PR and Communication degree has a very strong focus on employability. From day one we were working with live clients, learning skills to utilise in the workplace, and we were encouraged to get out into the industry and get experience. This meant that everyone graduated with a thorough understanding of the industry and how to succeed in finding a job.

Favourite Solent memory?

Definitely handing in my dissertation. After a year of really hard work, handing in my finished dissertation was the best feeling!



“This course is for you
if you love working with
people and want to work
in a profession where
there are always exciting
new projects.”



Tell us a little about your career story so far

I knew that getting work experience while studying was going to be vital in securing a job after university, so I worked as a junior consultant in a PR agency in Portsmouth during my second year, where I worked with some big clients such as the Dutch airline, KLM. This really paid off as not only did I enter third year with a really good understanding of the industry which I could apply to my learning, but it also gave me the luxury of being able to focus on my studies without having to worry about getting experience.

Once my dissertation was handed in I started to apply to agencies that appealed to me and quite quickly secured a job as an account executive in a PR and marketing agency in Newbury.

Tell us about what you are doing now and what it involves – a typical working day

You will often hear that there's no typical day in PR – however, I think that this can be misleading. A lot of the job can involve admin tasks and it's definitely not all champagne and socialising, but it is certainly busy and varied! As an account executive, a typical day will involve:

- Content creation, which can be writing anything from press releases to case studies.
- Pitching and responding to journalists who may be interested in client stories.
- Monitoring client coverage and reporting the results (analytics is a large part of the job – it's imperative that both the team and clients are aware of whether or not we are meeting the set objectives).
- Handling clients' social media accounts.
- Researching potential new business and brainstorming ideas for campaigns.

What's your career highlight so far?

Probably getting my current job. Finding your first proper full-time job after three years of study is a huge accomplishment and it made me realise how far I have come.

In one sentence, what is your area of study to you?

Public relations is the way organisations, companies and individuals communicate with the public and media – there is a large focus on reputation.

What tips would you give to someone wanting a career in your industry?

- Have an interest in what's happening in the world around you – you need to be aware of trends and issues.
- Be a confident communicator.
- Learn to cope well under pressure.

Livi Wilkes

BA (Hons) Public Relations
and Communication

—
Graduated 2016

—
Digital PR Executive, Aira



How did university prepare you for your career?

The BA (Hons) PR and Communication degree provided me with such a wide variety of assignments, tasks and opportunities to gain real-life industry experience that I felt fully prepared in my PR role as soon as I graduated. Through experience of writing press releases and doing presentations to my cohort, I gained confidence, skills and practical experience that would come to be so valuable in the real world. The work placements between the first and second years also gave me the opportunity to work in both an agency and an in-house environment, and to build up my CV.

Outside of my course, I was also a PR blogger which provided me with experience that I fully believe helped me get to where I am now. Because of the success of my blog, I was asked to do workshops and presentations to various students on multiple courses, which sparked a major passion in me for public speaking.

“This course is for you if you're creative, like to communicate through writing, speaking and on digital platforms, and have a passion for seeing your ideas brought to life. Basically, if you want to kick-start a successful career in the PR industry, this course is for you.”

Favourite Solent memory?

Being awarded the title of Wessex CIPR Student of the Year 2016 when I graduated. To see my hard work pay off and my passion for PR acknowledged, and to leave university with this award, was simply the icing on the cake of an incredible three years. A close second favourite memory was winning the title of Britain's Best PR Student Blogger 2015.

Tell us a little about your career story so far

When I graduated I started working as a communications assistant at a local charity, but I soon realised that the environment wasn't fast-paced enough for me, so I started looking for an agency role.

I soon landed a job at a digital marketing agency called Aira in Milton Keynes, just outside London, as a digital PR executive – I've been here for nine months so far and I couldn't be happier. I did a digital PR module in my third year, which taught us all about the world of SEO and the difference to traditional PR, and it stuck in my mind ever since – now here I am!

Tell us about what you are doing now and what it involves – a typical working day

8am – I get into the office, check the news and reply to any emails from journalists and editors.

8.30am – Usually at this time I'll reach out to journalists with new content. It's best to do in the morning so as to reach the journalists before their daily pitch to their editors.

10.30am – I check the #journorequest hashtag on Twitter to see if there's any opportunities for my clients to provide comment to the media.

11am – I'll do some research and ideation for new big content ideas.

12 noon – Lunch!

1pm – I'll work on creating media lists for upcoming content, and find journalists who might be interested in the story.

3pm – Write articles and blog posts. Some days I'll be writing about recruitment, some days I could be writing about futuristic technology – it's always different!

4pm – Home time!

What's your career highlight so far?

Some of my biggest achievements to date have been landing coverage for my clients in the likes of *Mail Online*, *Metro* and the *Telegraph*!

As part of my job, I also get to attend conferences and events around the country to hear from some of the biggest names in the digital PR industry about their experiences. Not only are these events great networking opportunities (I bumped into a friend from my PR course at one in London earlier this year!), but I've also been taught practical tips and tactics that I've gone on to implement in my day-to-day tasks.

In one sentence, what is your area of study to you?

To me, the best part of PR is being able to make a valuable difference to my clients and their business.

What tips would you give to someone wanting a career in your industry?

Get experience, be confident, start up a blog, take an interest in the world and know the difference between traditional and digital.

Daniel Sheldon

BA (Hons) Sport Journalism

—
Graduated 2018

—
Freelance Journalist



How did university prepare you for your career?

University helped me prepare for my career by giving me the platform to go out and get real-life work experience. Not only that, the lecturers on the course have a plethora of contacts who they are more than happy to let you use if you ask them. Because of these contacts, I managed to get myself freelancing opportunities at M & Y News Agency.

Tell us a little about your career story so far

My freelance career started at the beginning of my second year when I started covering Swindon Town's matches for M & Y News Agency. That continued throughout the season and I remember seeing the course leader at Fratton Park for one of Portsmouth's fixtures and saying that hopefully covering Swindon would lead to bigger and better things. After proving myself at Swindon, I was given the opportunity to spend my time covering Bournemouth and Southampton in the Premier League for the national newspapers. To be reporting on Premier League games before the start of my final year at Solent is something that I am immensely proud of.

Tell us about what you are doing now and what it involves

A typical match day involves me arriving at the stadium two hours before the game starts. This gives me time to chat to other journalists, eat some lunch and then do any final preparation for the match if I need to. I then watch the match at the same time as writing my report, which is normally sent once the referee blows the final whistle. After that, I sit down in the press conference to speak to the managers. I then rewrite my match report but base it on what the managers have said. From there, I go into the mixed zone to try and grab a player to interview for a follow-up piece which will appear in the newspapers on Monday.

What's your career highlight so far?

I have had many pinch-yourself moments so far. Interviewing Pep Guardiola, Jose Mourinho and Jürgen Klopp all stand out. But my current highlight is having an article published in *The Times*. It is my dream to one day work there, so when I saw my name written above the story I had written, it was a moment I won't forget.

What is your area of study to you?

Sport journalism isn't just watching Premier League football and writing about it. It's about being naturally inquisitive, having a natural flair to your writing, having the confidence to ask questions and ultimately picking up a telephone to ring someone. As a generation who spend a lot of their time playing on their phone, all too often we are too scared to use it to call someone.

What tips would you give to someone wanting a career in your industry?

If I were to give one tip for students looking for a career in this industry, it would be to put yourself out there. Had I not volunteered at M & Y News Agency in my first year, I wouldn't have been covering Premier League football in my final year. Don't just expect opportunities to fall into your lap – you have to make them happen for yourself.

How to apply

1

Research universities
March – September



2

Work on your UCAS application
September – January

3

Apply online
via UCAS – by 15 January



4

Check UCAS track

This is where you'll see if you have an unconditional offer (the place is yours) or a conditional offer (based on exam results or other evidence), or if your application has been unsuccessful.

Solent University

Code name: **SOLNT**

UCAS code: **S30**

www.ucas.com



6

Find out if you've got your place

You'll see in **UCAS track** if your place is confirmed. BTEC results are published from July onwards and A-level results will be published on 15 August.

5

Reply to your offers

- Select your firm choice.
- Select your insurance choice – this is a back-up choice in case you don't meet the conditions for your firm choice.
- Decline your other offers.



Extras



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For more information, visit www.solent.ac.uk/finance



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For more information, visit www.solent.ac.uk/52-things

Writing and Communications

UCAS tariff points	Work placement opportunity	Foundation route available
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UNDERGRADUATE COURSES

BA (Hons) Creative Enterprise (Top-up)	*	Y	-
BA (Hons) English	112	Y	Y
BA (Hons) English and Creative Writing	112	Y	Y
BA (Hons) English and Film	112	Y	Y
BA (Hons) English and Media	112	Y	Y
BA (Hons) English and Public Relations	112	Y	Y
BA (Hons) Fashion Journalism	112	Y	Y
BA (Hons) Journalism	112	Y	Y
BA (Hons) Marketing	112	Y	Y
BSc (Hons) Marketing (Top-up)	*	Y	-
BA (Hons) Marketing with Advertising	112	Y	-
BA (Hons) Marketing with Sport	112	Y	Y
BA (Hons) Popular Music Journalism	112	Y	Y
BA (Hons) Public Relations and Communication	112	Y	Y
BA (Hons) Sport Journalism	112	Y	Y

*Refer to admissions for entry requirements

POSTGRADUATE COURSES

MA Advertising and Multimedia Communications

MA Creative Advertising

MA Creative Enterprise

MA Journalism and Multimedia Communications

MA Luxury Brand Management

MSc Marketing

MA Public Relations and Multimedia Communications

MA Sports Broadcast Journalism



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