



BTEC

MEDIA

Course Summary

COURSE OVERVIEW

The BTEC Media course helps post-16 students explore creative digital media, production skills, and media industry knowledge. Key themes include creativity, communication, technical skills, and career development. It prepares learners for higher education in media and the industry world

WHY SHOULD I STUDY BTEC MEDIA?

You should study this course to develop creative and technical media skills, learn how the media industry works, and build a strong portfolio for future study or careers. It's a great choice for anyone passionate about film, TV, digital media, or content creation, offering hands-on, practical experience.

WHAT COURSES CAN THIS PREPARE ME FOR AT UNIVERSITY?

Film Production, Journalism, Digital Media, Broadcasting, Advertising, or Public Relations. You could also do degree apprenticeships in Digital Marketing, Content Creation, or Media

WHAT CAREERS CAN THIS SUBJECT SET ME UP FOR?

Film, TV, radio, journalism, digital marketing, photography, or game design. You could become a camera operator, editor, producer, content creator, or social media manager.

COURSE SPECIFICATION

EXAM BOARD: PEARSON EDEXCEL

Paper	Content - This is the equivalent of 1.5 A Levels	Duration	Weighting
1	Media Representations	2 hours	90
4	Pre-production	n/a	60
6	Media Campaigns	n/a	60
8	Responding to Commission	6 hours	120
10	Film Fiction	n/a	90
14	Digital Magazines	n/a	60