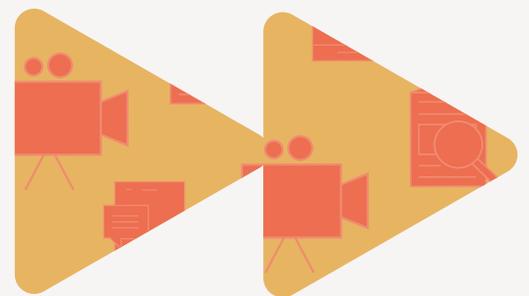




My Learning, My Future



Where can studying Media Studies take you?

Introduction

At The Careers & Enterprise Company, our mission is to help schools and colleges to inspire and prepare young people for the fast-changing world of work.

My Learning, My Future is a suite of resources that has been developed by The Careers & Enterprise Company in partnership with Skills Builder to help you speak confidently about the careers related to your subject as well as the various pathways and skills needed by employers.

Benchmark 4

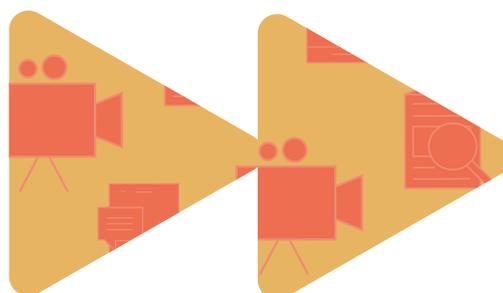
Linking curriculum learning to careers. Bring your subject to life by providing real-life examples from the world of work to help motivate and inspire students.

[Learn more](#)



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How to use this guide

In this guide and supporting documents, you'll find resources to engage your students in curriculum learning, supporting work towards Benchmark 4, by highlighting the relevance of your subject to future careers and opportunities.

Explore the four key areas of the guide to inspire your students about where your subject can take them in the future.

Why study Media Studies?

Access key resources that link to your subject area that can be used in your lessons to help your students explore future careers.

Essential Skills

Learn how you can engage with Skills Builder to help students identify and develop essential skills linked to your subject.

Careers in the Curriculum

Discover resources and inspiration to link careers to the curriculum, employer engagement and extra-curricular opportunities.

Pathways

Take a look at a wide variety of resources that focus on the pathways a young person can follow to a career linked to the subject.



Why study Media Studies?

Why Study Media Studies?

There is a wealth of resource to support you in raising opportunity awareness as you highlight the relevance of your subject to future careers.

This section will connect you with key resources and links for students to explore opportunities linked to your subject area with the aim of motivating and inspiring your students about the world of work and pathways to a career using Media Studies.

There are a number of examples of roles and activities to support student opportunity exploration.



Activity Ideas

1|



Encourage students to research and present on roles of interest to them linked to your subject.

2|



[Click here to access a student facing PowerPoint slide deck](#), which will support you in highlighting the relevance of your subject with content taken from this guide.



Resources to highlight the relevance of your subject

- [Jobs that use Media Studies: BBC Bitesize Careers](#)
- [Investigate the Sectors/Sector Introduction](#) Oak National Academy Lessons 2&3

For more information, visit [BBC Bitesize](#), [Icould](#) and [National Careers Service](#).

- [BBC Bitesize](#)
- [Icould](#)
- [National Careers Service](#)



Labour Market Information

- The [LMI for All](#) portal provides high-quality, reliable labour market information (LMI) to inform careers decisions.
- Help your students to find out what a job involves and if it is right for them with [National Careers Service](#).
- [National Careers Week Future of Work Guide](#)

Explore a career as a...



Media Researcher

Media Researcher support producers by finding information, people and places for television or radio programmes.

[See Case study](#)

[Visit National Careers Service to learn more](#)



Media Assistant/ Manager

Media Managers communicate with organisations' customers and clients through social media channels.

[See Case study](#)

[Visit National Careers Service to learn more](#)

Digital Marketing Executive

Digital Marketing Executives promote brands, products and services through social media, websites and apps.

[See Case study](#)

[Visit National Careers Service to learn more](#)





Radio/TV Presenter

Radio/TV Presenters introduce and host programmes, interview people and report on issues and events.

[See Case study](#)

[Visit National Careers Service to learn more](#)

Journalist

Newspaper journalists investigate and write up stories for local, regional and national newspapers.

[See Case study](#)

[Visit National Careers Service to learn more](#)





Essential Skills

Essential Skills



A critical part of effective careers provision is building students' essential skills. These are the skills that underpin success in the classroom and the world of work such as Teamwork, Problem Solving, Speaking and Listening. Students need to be able to recognise their skillset and talk about it confidently too. They will probably be using them already in your lessons, but this can be a confusing space, with lots of overlapping terminology.

The Skills Builder Universal Framework has been developed by The Careers & Enterprise Company, [Skills Builder Partnership](#), Gatsby Foundation and others to address this problem.

The Framework breaks down eight essential skills into 16 teachable steps. It outlines a roadmap for progress, giving educators and employers a common language for talking about the skills that are essential for employment. [You can explore the Interactive Framework here.](#)

As a teacher, you can also create a free account on the [Skills Builder Hub here.](#) There's over 300 short lessons and a suite of other resources too. We have picked three essential skills that are likely to come up in your lessons. These short lessons are perfect for pastoral time and starters/plenaries.

Key Skill



Overview

The use of imagination and the generation of new ideas.

[Overview video](#)

Resources

[Key stage 3](#)

[Key stage 4](#)



Working cooperatively with others towards achieving a shared goal.

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)



The ability to set clear, tangible goals and devise a robust route to achieving them.

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

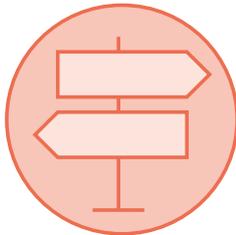


Careers in the curriculum

Careers in the Curriculum

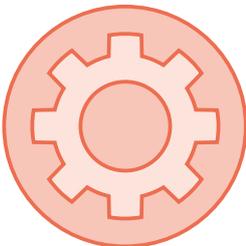
Young people critically need support to see and understand their future and ensuring that careers learning is delivered in all subjects has benefits clearly aligned to the priorities of schools and colleges and to positive outcomes for students. There are three different approaches to careers in the curriculum to consider:

1|



Highlight the relevance of your subject to future careers and opportunities.

2|



Set curriculum learning within the context of careers and the world of work.

3|



Deliver curriculum learning through employer encounters, experiences of work and/or extra-curricular opportunities.

Embed careers in curriculum teaching and learning

Forum Talent Potential is a tried-and-tested CPD process that builds the capacity of teaching professionals to create meaningful learning experiences in partnership with local employers and equip young people for life beyond school. It helps fulfill Gatsby benchmarks for 'Good Career Guidance' and Ofsted requirements for a 'Rich Curriculum' and each child's 'Personal Development', contributing to school improvement strategies. [Find out more with the 'Getting Started Pack'.](#)



Case studies linked to your subject:

- [Forum Talent Potential Case Study \(KS4\) Transactional Writing Journalism Task](#)
- [Forum Talent Potential Case Study \(KS4\) Spoken Word Radio Broadcast Task](#)



Pathways

Pathways

When it comes to the question of what to do at key decision points, there are a lot of options to consider. Therefore, the Department for Education has put together a couple of simple and handy guides to inform young people and their parents about the options available to them. These include:

- A [route comparison grid](#) which shows all of the routes available after GCSEs, along with additional information on each one, such as the level of study, entry requirements, duration of the course, and where it can lead.
- A [2-minute animation](#) showcasing and explaining each choice in a simple, dynamic and visual manner.

The Department for Education T Levels team has created a helpful [T Level Guide](#) for Teachers and Careers Advisers, giving a comprehensive oversight of this exciting qualification.

Pathway options	
 <p>Example Post 16 Routes</p>	<p>A-Level English Media Studies Performing Arts Level 2/3 Videography, photography & Design T-Level Digital Production, Design and Development, Digital Support Services</p>
 <p>Degree Ideas Explore options</p>	<p>Digital Media Media and Communication Studies Film and Media Studies Culture and Technology Media Management</p>
 <p>Apprenticeship Ideas Download resource</p>	<p>Event Assistant Digital Marketing Content Developer Publishing Assistant Media Assistant</p>

Activity Ideas

1|



Encourage students to identify a job related to your subject that they will be doing in ten years' time and ask them to present the pathway they took to that role.

2|



Encourage students to research local options at 16/18 in pathways related to your subject that interest them.



Resources to highlight pathways from your subject

- [Discover Creative Careers](#): Bringing together careers information and opportunities from creative organisations in one explorable directory
- [Access Creative College](#)
- [Creative Industries Federation](#): Creative Careers Programme
- [British Film Institute](#): BFI

Extension and Employer Engagement Opportunities linked to your subject

▶▶ Here is some inspiration to enhance student engagement in your subject:

Forum Talent Potential is a tried-and-tested CPD process that builds the capacity of teaching professionals to create meaningful learning experiences in partnership with local employers and equip young people for life beyond school. It helps fulfil Gatsby benchmarks for 'Good Career Guidance' and Ofsted requirements for a 'Rich Curriculum' and each child's 'Personal Development', contributing to school improvement strategies.

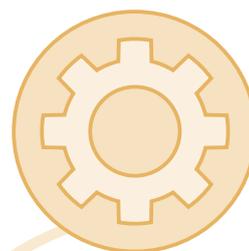
Case studies linked to your subject:

- [Forum Talent Potential Case Study \(KS4\) Transactional Writing Journalism Task](#)
- [Forum Talent Potential Case Study \(KS4\) Spoken Word Radio Broadcast Task](#)

More Inspiration:

- [BBC Young Reporter Resources](#)
- [GCSE English Literature HE Unboxed; Creative Writing \(Loughborough University\)](#)

*NB – there may be costs associated with some of these resource inspiration ideas



Employer engagement

You may wish to invite someone from the world of work in to support you in highlighting the relevance of your subject to careers. Use the below guidance to help you.

Key Questions	Guidance
<p>What are you are looking to achieve?</p> <p>Try and be as clear and purposeful as possible when framing an 'ask' of employers</p>	<p>What are the planned outcome(s)? i.e.</p> <ul style="list-style-type: none"> • For students and parents/carers to understand the relevance of your subject to careers. • To encourage students to consider pursuing your subject to GCSE level. • For students to have an insight into <u>key labour market information</u>.
<p>What benefits would there be to the employer for supporting?</p>	<p>For emotional reasons:</p> <ul style="list-style-type: none"> • Personal connection, e.g. they have family at the school or a relative works at the school or college. • History, e.g. they are an alumni of the school or college. • Locality, a local employer wants to give something back to the local area. <p>For commercial reasons:</p> <ul style="list-style-type: none"> • Skills shortages – to attract young people into their industry. • To help change perceptions of certain industries. • Corporate Social Responsibility (CSR) positioning – being seen to give something back.
<p>How to engage an employer?</p>	<p>Speak to your Careers Leader to access contacts that already exist in the school. Try:</p> <ul style="list-style-type: none"> • Staff networks (e.g. family, friends, Governors). • Student networks (parents, relatives). • Alumni network. • Supply chains (IT, Catering, Maintenance). • If your school or college has an Enterprise Adviser, they may have wider employer links or suggestions. • Social media appeal with a clear ask.
<p>Format</p>	<p>Articulate where, when and how the encounter will take place.</p> <p>Would you like someone to create a video/take part in a recorded Q&A or is this a physical invitation into a lesson?</p>
<p>Recording and Evaluation</p>	<p>How will you evaluate the session and get a temperature check of value from students and the employer?</p> <p>Remember to communicate activity and student register to Careers Leader as this supports Gatsby Benchmark 4 and potentially 5/6.</p>

Acknowledgements



With special thanks to the following organisations for their support and insight into developing the My Learning, My Future resources:

Access Creative College

Amazing Apprenticeships

BBC Bitesize

BBC Young Reporter

British Film Institute: BFI

Creative Industries Federation: Creative Careers Programme

Discover Creative Careers

Education & Employers, icould

Forum Talent Potential

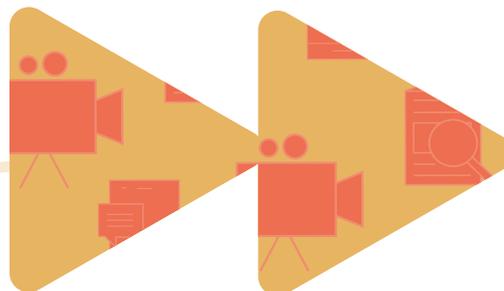
LMI for All

Loughborough University

National Careers Service

National Careers Week

Skills Builder Partnership



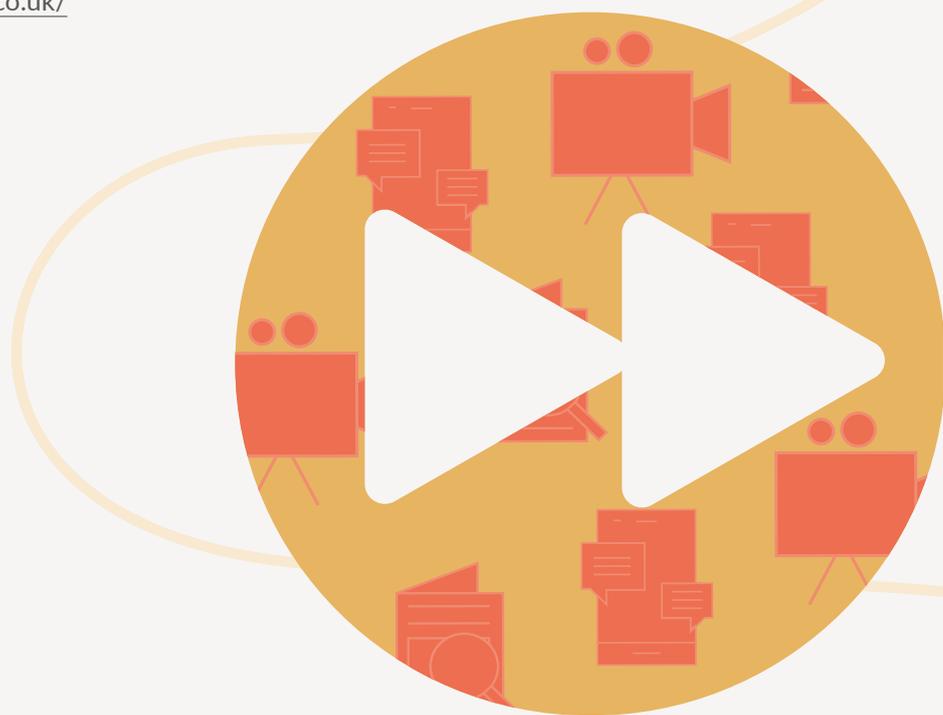
My Learning, My Future

If you have any questions about this guide,
contact us at:

education@careersandenterprise.co.uk

Access all resources at:

[resources.careersandenterprise.co.uk/
my-learning-my-future](https://resources.careersandenterprise.co.uk/my-learning-my-future)



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