



immerse
EDUCATION

Media & Journalism

SYLLABUS OVERVIEW

15-18 YEARS OLD



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EDUCATION

About the Programme

Immerse Education is an award-winning academic summer school provider offering programmes for 15-18-year-olds in Cambridge, Oxford, London Toronto, San Francisco, New York, Boston, Singapore, Sydney and Tokyo.

These introductory programmes aim to provide participants with academically challenging content in a classroom environment based on the university style of learning. With Career Insights, participants gain the advantage that comes with learning from industry professionals as well as university tutors, through an educational model founded on project-based learning. Through 40 hours of interactive academic sessions combined with practical workshops and industry visits, the Career Insights programme offers students unique and valuable insight into what it would be like to study their chosen subject at an advanced level and apply their knowledge and skills in the real world.

Explore Future Careers

Do you have your sights set on a particular career path? The Career Insights summer programme will introduce you to a world of opportunities in the field, using project-based learning and practical study to enhance your skills and knowledge.

On this unique programme, you will explore real- world issues relating to the context of your chosen subject, working alongside other academically talented participants to innovate and pitch groundbreaking ideas. Interactive workshops and networking events offer you the opportunity to learn from professionals in the business. The Career Insights educational model is designed to support you in finding the career path best suited to your long-term goals and ambitions. Immerse Education has worked with expert guidance counsellors, seasoned educators and experienced career advisors to design the ultimate career preparation course.

Unique Academic Enrichment Programmes





Project Based Sessions

Career Insights lessons are built on the foundation of hands-on learning. We want you not just to retain knowledge, but also to apply your newfound understanding to real-world, practical examples as you develop throughout the programme. Our Project Based sessions are designed for you to have ample opportunity to apply what you are learning to practical tasks, allowing you to further identify gaps in your knowledge and skillset while solidifying your growth and understanding.



Industry Visits

One of the most exciting parts of the Career Insights programme is the unique opportunity for participants to attend inspiring industry visits whereby they can interact and learn from industry professionals in their field of study. Industry visits take learning out of the classroom and into the real world, where students can observe and explore how the skills and knowledge built throughout the programme apply to a career in their subject. This unique aspect of our programme ensures students also gain the chance to network directly with industry professionals who may share with you opportunities you hadn't otherwise envisioned.

Why Get Career Ready?

Every young person needs high-quality career guidance to make informed decisions about their future. Relevant and informative career guidance is necessary for social mobility. Despite the need for quality careers guidance for young people, it is one of the most lacking areas in schools around the world. In 2013, Gatsby introduced the Gatsby Benchmarks which offer useful insight into effective academic models that prepare students for future careers. Immerse Education's Career Insights programme is dedicated to delivering programmes that meet the eight important pillars that make up the Gatsby Benchmarks as outlined below.



A stable careers programme



Encounters with employers and employees



Learning from career and labour market information



Experiences of workplaces



Addressing the needs of each student



Encounters with further and higher education



Linking curriculum learning to careers



Personal guidance



Project-Based Sessions

Students will engage in dynamic media projects, working on real-world scenarios such as creating news stories, multimedia content, or investigative reports. Participants will explore current issues in journalism and media while developing their skills in writing, storytelling, and content production.

Unique Academic Enrichment Programmes



Industry Workshop

Participants will visit media institutions and broadcasting houses in London, offering an insider's view into the world of journalism and digital media. Workshops will cover essential topics such as media ethics, investigative journalism, and digital storytelling, giving students the tools to understand the rapidly changing landscape of news and media. These sessions also provide an opportunity for students to envision their future roles in the industry.

Experience-Based Learning

London, as one of the global centres for media, offers students the chance to experience the pulse of the journalism world firsthand. From visiting major news outlets to exploring the vibrant creative scene, students will immerse themselves in the environment where media and journalism thrive. These experiences will ignite their passion and fuel classroom discussions, helping them refine their voice and journalistic approach.

Unique Academic Enrichment Programmes





Guest Speakers

Students will gain invaluable insights from leading journalists, media professionals, and digital content creators. With expertise in various fields such as print, broadcast, and digital media, these guest speakers will share their personal experiences and career journeys. Through panel discussions and Q&A sessions, students will be inspired to explore diverse pathways in journalism and media, as they gain a clearer understanding of what it takes to succeed in this competitive industry.





The Career Insights programme has been really (for lack of a better word) immersive. I think Immerse has given me a lot of clarity in terms of having a better understanding of what a career, or even university education, in medicine looks like.

Mia

Immerse Career Insights Alumni



OUR AWARDS AND ACCREDITATIONS



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Inspiring Great Young Minds