

# LM039 - BA Journalism and Digital Communication

## Application information for mature student applicants

Apply through CAO by 1 <sup>st</sup> February <a href="http://www.cao.ie">www.cao.ie</a>	Please refer to <a href="#">Academic Registry</a> for late applications
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### Application Process:

1. **CAO application form** – Applicants must ensure that they tick the ‘mature’ special category on the CAO application form and complete Sections 1 to 11 of the Mature Applicant section.
2. **Personal Statement for LM039** – Course Directors use personal statements to help them more effectively assess an applicant’s suitability for, and level of interest in, a particular course. See guidelines overleaf for writing a personal statement for LM039. The Personal Statement requirement is to enable you to provide more specific information to that which is provided in the ‘Statement of Interest’ on your CAO form.
3. **Supporting documentation** – All supporting documentation (e.g. evidence of prior qualifications, Personal Statement for LM039 etc.) should be posted directly to the CAO.

### Minimum Entry Requirements:

- N/A

### Application Assessment Criteria:

- Prior education
- Application form
- Personal statement
- Relevant work experience

### Interview Assessment Criteria:

- Prior Education
- Work experience / Journalism

- Evidence of Interest
- General suitability

## Guidelines for writing a Personal Statement for LM039

The Personal Statement is your opportunity to 'sell' yourself and to emphasise the experience and/or interests you have which are relevant to the course for which you are applying. A tailored personal statement is important, especially if you are applying to a competitive programme for which there is a high demand for places, as you will need to be specific and proactively demonstrate how your experience or your interests match the course you are interested in doing.

Your personal statement should be no greater than one side of a **single A4 page** and cover the following areas:

1. Reasons for wishing to undertake LM039
  2. Programme's potential contribution to your future career or life plans
  3. Highlight relevant experiences or skills gained through employment, voluntary work, or personal interests which have prepared you to undertake LM039
  4. Your knowledge and understanding of the career area in which you are interested
  5. Any specific preparation you have undertaken in anticipation of commencing LM039
- Please title your document 'Personal Statement for LM039'
  - Please also ensure that you include your CAO number on your Personal Statement

Entry to this programme is available from the  
Mature Student Access Certificate

<https://ulsites.ul.ie/mso/mature-student-access-certificate>