



# Appendix 1: Programme Specification BA (Hons) Advertising, PR and Media

\*\*Please note that this programme is due to be reviewed, so the modules for Year 3/ Level 6 may be different to those shown here for the 2017/18 intake. AJC will confirm this information once available

<b>1. Programme title</b>	BA (Hons) Advertising, PR and Media
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Academy of Journalism and Communication
<b>4. Programme accredited by</b>	N/A
<b>5. Final qualification</b>	BA (Hons) DipHE (exit only) CertHE (exit only)
<b>6. Academic year</b>	2015/16
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full Time

## 9. Criteria for admission to the programme

280 UCAS points or relevant equivalent qualification. Applications from mature students with non-standard qualifications are welcomed. IELTS 6 overall or equivalent required: applicants should have at least 5.5 in each element. We welcome applications from the new Advanced and progression diploma qualifications: these should be at advanced (level 3) level and relevant to the programme of study.

Students may also have to have completed and passed the Foundation year programme that is provided by AJC.

## 10. Aims of the programme

The programme aims to:

- equip students with a knowledge and understanding of practices, processes and social contexts of advertising and PR, through critical perspectives drawn from media and cultural studies;
- enhance graduate employability by combining theory with practice to equip students with a working knowledge of advertising and PR as part of the area of marketing communications;
- equip students with transferable generic intellectual skills, especially those of analysis, synthesis and evaluation, and an ability to draw on these to deal creatively with dilemmas and problems; a critical, inquisitive attitude to study supporting a capacity for independent learning;
- encourage and enable independent and experiential learning, the development of strong oral and written communication skills and a capacity to work independently and as part of a team;
- prepare students for further study or for the workplace by providing a teaching and learning experience which stimulates and encourages a critical reflexive approach to their own creative processes and practices; and supports the development of excellent graduate skills

## 11. Programme outcomes

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

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- The history, practices and processes of the modern advertising and PR industries (including research, planning, accounts and creative) in the context of contemporary media and cultural industries;
- How different modes of qualitative research in media and cultural studies and linguistics informs both the theory and practice of advertising and PR;
- A critical understanding of the way in which advertising and PR strategies and materials produce cultural meanings - and of the effects of promotional communications in broader social, cultural and political contexts;
- Some of the key issues and major theoretical perspectives that underpin the academic study of promotional culture and the application of these in developing the reflective practitioner.

### Teaching/learning methods

Students gain knowledge and understanding through:

lectures; seminars; independent study, including core and independent reading, as well as independent and guided study; group debate and discussion; tutorials; the experience of undertaking formative assessment and discussing feedback; work experience; producing creative and practical work in response to briefs.

### Assessment Methods

Students' knowledge and understanding is assessed by:

essays; case studies; critical analysis; group work in seminars and in presentation; projects; rehearsing and interrogating practical work in a range of forms and genres.

### B. Cognitive (thinking) skills

On completion of this programme the successful student will be able to:

- Engage critically with the major theories and intellectual paradigms relating to the practice and critique of advertising and PR;
- Evaluate their own critical and practical work and that of their peers with reflexivity and consideration;
- Analyse the meanings produced in the production of media texts using a range of methods appropriate to the programme (eg. semiotics; content analysis; social media analytics; ethnographic observation);
- Think creatively, researching and problem solving in both practical and intellectual contexts and thereby developing distinctive skills as a theorist-practitioner.

### Teaching/learning methods

Students learn cognitive skills through:

discussion, debate and participation in lectures, seminars and workshops; 'problem solving' in the context of seminar exercises, workshops, practical sessions, independent and guided study; critical

guided and independent reading; undertaking formative assessment and dealing with feedback; tutorials.

### **Assessment Method**

Students' cognitive skills are assessed by:  
critical analysis in a range of contexts; essays; case studies; practical projects; all requiring evidence of cognitive skills as part of the criteria for specific modules.

## **C. Practical skills**

On completion of the programme the successful student will be able to:

- Synthesize and evaluate information from primary and secondary research for the purpose of producing essays, reports, presentations and dissertations;
- Draw on primary and secondary research to plan, produce and evaluate: creative ideas; promotional strategies and media plans; promotional material in different media.
- Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection.
- Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres (e.g. advertising copy; press releases; travel writing)

### **Teaching/learning methods**

Students learn practical skills through:  
workshops; demonstrations; critical analysis of examples of existing practice; examining and debating approaches to and principles of a diverse range of practice; taught sessions on: research, essay writing, project development, including learning resource sessions on research sources and evaluation; guided group sessions; drafting and producing written work; planning and developing practical projects with guidance from tutors; debating with and presenting to seminar groups; work experience.

### **Assessment Method**

Students' practical skills are assessed by:  
project work; essays; case studies; reports; critical analysis; producing written work in a range of genres; producing media texts; creative fiction and non-fiction writing.

## **D. Graduate Skills**

On completion of this programme the successful student will be able to:

- Demonstrate critical learning skills: the ability to function as an effective self-directed learner, using the range of resources and skills available responsibly and ethically; the ability to relate their studies to career and personal development;
- Demonstrate IT skills and other technical competencies appropriate to the context of the Advertising, PR and Media programme;
- Demonstrate the ability to work effectively as part of a team and apply this to processes of problem solving and negotiation;

- Demonstrate as appropriate numeracy competencies (eg. financial and technical calculations related to practical work);
- Demonstrate employability through a reflective understanding of how knowledge and skills developed through academic study and practical work translate into the professional contexts of the media and culture industries.

**Teaching/learning methods**

Students acquire graduate skills through: lectures; seminars; sessions on IT, uses and applications; independent study including core and independent reading as well as independent and guided study; group debate and discussion; tutorials; the experience of undertaking formative assessment; other specific structured opportunities for learning.

**Assessment method**

Students' graduate skills are assessed by: essays, practical essays; critical self-reflection; presentations; practical work drawing on relevant technical knowledge and group work exercises

**12. Programme structure (levels, modules, credits and progression requirements)**

**12.1 Overall structure of the programme**

See page 13 for the programme structure outline.

**12.2 Levels and modules**

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MED1000 MED1001 MED1002 MED1020	N/A	All students must gain 120 credits at level 4 to include non-compensable modules

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MED2000 MED2001 MED2020 MED2053	N/A	All students must gain 120 credits at level 5 to include non-compensable modules

Level 6 (3)**		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MED3000 MED3020 MED3052 MED3057	N/A	All students must gain 120 credits at level 6 to include non-compensable modules

### 12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
Level 4	MED1020
Level 5	MED2000, MED2001, MED2020
Level 6**	MED3000, MED3020

### 13. A curriculum map relating learning outcomes to modules

See Curriculum Map on page 40

### 14. Information about assessment regulations

Middlesex University assessment procedures and regulations apply – see the 2015/16 University Regulations. For MED-coded modules normally students will pass a module if the average of their marks of all components is grade 16 or above. Module narratives in the student handbook give outline information on assessment, as it relates to specific modules. See also the module handbooks/outlines issued in taught sessions at the commencement of individual modules.

### 15. Placement opportunities, requirements and support (if applicable)

N/A

### 16. Future careers (if applicable)

Strong links with the employment market through work experience provision; visiting speakers from relevant areas of the media and publishing industries; feedback from past students working in communications and related areas, in particular areas of marketing and PR, as well as those who go on to postgraduate study or opt to use their wider skills for work in other areas such as teaching; staff with ongoing practical and professional experience.

### 17. Particular support for learning (if applicable)

N/A

### 18. JACS code (or other relevant coding system)

P900, P300, N560

### 19. Relevant QAA subject benchmark group(s)

Communication, Media, Film and Cultural Studies

### 20. Reference points

QAA Benchmark statement 14. Communication, Media, Film and Cultural Studies

QAA Code of practice

QAA Framework for Higher Education Qualifications (FHEQ)

Middlesex University Learning and Teaching Strategy

Middlesex University Assessment Regulations

The Learning and Quality Enhancement Handbook

### **21. Other information**

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the programme handbook and the University Regulations.