Programme Specification

for BA Advertising PR and

Media

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| **1. Programme title** | BA Advertising PR and Media |
| **2. Awarding institution** | Middlesex University |
| **3. Teaching institution** | Middlesex University |
| **4. Programme accredited by** | Middlesex University |
| **5. Final qualification** | BA Advertising PR and Media |
| **6. Academic year** | 2012/3 |
| **7. Language of study** | English |
| **8. Mode of study** | Full and Part Time |

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| **9. Criteria for admission to the programme**  Usually 280 UCAS points or relevant equivalent qualification. Applications from mature students with non-standard qualifications are welcomed. IELTS 6 overall: applicants should have at least 5.5 in each element and are strongly recommended to take the Middlesex University Preparation Programme (MUPP) if they have not. 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. |

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| **10. Aims of the programme** |
| The programme aims to:  The programme aims to:   1. • Equip students with a knowledge and understanding of the range and complexity of the study, and practices, of Advertising and PR, through critical perspectives drawn from media studies; combine theory with practice to develop a working knowledge of advertising and PR as part of the area of marketing communications; 2. • 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; and 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 | |

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| **11. Programme outcomes** | |
| **A. Knowledge and understanding**  On completion of this programme the successful student will have knowledge and understanding of :  1. communication and media forms, processes and practices particularly in the contexts of advertising and PR;  2. approaches to relations between theory and practice in the study of advertising and PR within the context of the contemporary media and cultural industries;  3. a range of critical perspectives on Advertising and PR drawn from media and cultural studies and a critical awareness of their uses and implications;  4. The structure, organisation and operations of Advertising and PR: strategies, products, audiences and publics; and the role of Advertising and PR in relation to the contemporary media and cultural industries. | **Teaching/learning methods**  Students gain knowledge and understanding through attendance, participation and engagement with:  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.  **Assessment Method**  Students’ knowledge and understanding is assessed by a range of methods: 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:  1. critically engage with a diverse range of written, visual and verbal texts, relevant to the study of Advertising, PR and Media, within specified critical frameworks and express this engagement in their command of oral, written and other relevant forms of communication;  2. identify, interpret and critique a range of arguments drawn from diverse sources such as industry and academic case studies, reading and discussion; and build on this process to construct and present coherent, informed and persuasive responses in a range of forms;  3. rehearse, evaluate and interrogate a range of media and communication practices relevant to the study of advertising, PR and media ;communicate their approaches, outcomes and findings in a convincing and coherent manner;  4. apply and evaluate multiple critical perspectives to issues within Advertising, PR and media, and in so doing demonstrate independent thinking and critical judgement;  5. demonstrate a critical, analytical, reflexive approach to their engagement with production processes and practices within the media and cultural industries, as specifically explored within the Advertising, Public Relations and Media programme | **Teaching/learning methods**  Students learn cognitive skills through  **Assessment Method**  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. |
| **C. Practical skills**  On completion of the programme the successful student will be able to:  1. engage productively with critical and creative processes to produce texts in a variety of forms, and draw on these to produce texts specific to the areas of advertising and PR;  2. design, develop and deliver  analytical, rigorous research-based work which draws effectively on relevant practical and theoretical frameworks to construct persuasive, coherent arguments;  3. successfully apply critical and theoretical frameworks to solving the issues and challenges posed by practice and/or creative production;  4. identify and evaluate research material from a variety of sources; critically evaluating its role in producing written, visual or oral assignments as appropriate;  5. an ability to work independently, and with others, to achieve a goal, demonstrating an ability to deal with uncertainty and to take on board the views of others. | **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:  1. demonstrate numeracy skills appropriate to the parameters of the Advertising, PR and Media programme;  2. demonstrate effective written communication in a range of genres appropriate both in terms of level and the context of the programme: essays, research projects, critical analyses; promotional materials;  3. demonstrate skills in oral communication appropriate to the context of the Advertising, PR and Media programme;  4. demonstrate IT skills appropriate both in form, level and context of the Advertising, PR and Media programme;  5. personal learning and career planning within the frameworks and potential outcomes of the Advertising, PR and Media programme;  6. demonstrate an ability to work effectively as part of a team and apply this to the process of problem solving, and negotiation | **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:  a range of outcomes in assessment:  essays, practical essays; critical self-reflection; presentations; practical work drawing on relevant technical knowledge;  group work exercises |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme**  The BA Advertising, Public Relations and Media is normally studied full-time over three years (two terms per year) or part-time over a minimum of four and a maximum of six years.  In the first year all students are required to take PLM1000 Media Discourses: Texts and Contexts, JCM1000 Introduction to Journalism, JCM1200 Media Communications Practices in Context, MCS1000 Issues in Media, Politics and Culture.  In the second year all students are required to take PLM2000 Issues in Researching and Developing Media Projects, PLM2001 Media for Advertising and Marketing, CML2103 Communication Techniques. In their final year students are required to take PLM3003 Marketing, PR and Promotion and a minimum of 30 graded credit points independent project or work placement project modules from: PLM3101 Work Placement Project, PLM3102 Independent Project (single). |
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| **12.2 Levels and modules**  **Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.** | | |
| Level 4 (1) | | |
| **COMPULSORY** | **OPTIONAL** | **PROGRESSION REQUIREMENTS** |
| Students must take all of the following:  PLM1000  JCM1000  JCM1200  MCS1000 | Students must also choose at least XX from the following: | All students must gain 120 credits at level one to include  non-compensatable modules |
| Level 5 (2) | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  PLM2000 = 30 gcp  PLM2001 = 30gcp  CML2103 = 30gcp | Students must also choose at least XX from the following:  PLM2002 = 30gcp  JCM2100 = 30gcp  JCM3200 = 30gcp | All students must gain 120 credits at level two and above to include  non-compensatable modules |
| Level 6 (3) | | |
| **COMPULSORY** | **OPTIONAL** | **PROGRESSION REQUIREMENTS** |
| Students must take all of the following:  PLM3003 = 30gcp  Students must take one out of the following:  PLM3101 = 30gcp  PLM3102 = 30gcp | Students must also choose at least XX from the following:  PLM3102 = 30gcp  PLM3002 = 30gcp  CML3101 = 30gcp  CML3102 = 30gcp | All students must gain 120 credits at level three to include  non-compensatable modules |

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| ***12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)*** | |
| ***Module level*** | ***Module code*** |
| *One* | *PLM1000* |
| *Two/Three* | *PLM2000; PLM2001; CML2103* |
| *Three* | *PLM3003; the selected independent project or work placement module out of PLM3101; PLM3102. If students have opted to take both PLM3101 and PLM3102 then they must gain a pass in one of these.* |

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| **13. A curriculum map relating learning outcomes to modules** |
| **See Curriculum Map attached** |

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| **14. Information about assessment regulations** |
| Middlesex University assessment procedures and regulations apply – see the 2009/10 University Regulations. For PLM-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 PLM 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**.** |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| The degree offers an opportunity to undertake work experience as part of the work placement project module PLM3101. |

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| **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. |

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| **17. Particular support for learning (if applicable)** |
| Academic writing support is embedded within the programme, with dedicated sessions in MCS1000, PLM2000 and PLM3101/2. |

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| **18. JACS code (or other relevant coding system)** |  |
| **19. Relevant QAA subject benchmark group(s)** |  |

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| **20. Reference points** |

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| **21. Other information** |
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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 student programme handbook and the University Regulations.