

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credits BA (Hons) Marketing Communications with Advertising – Level 4: 120 credits (60 ECTS); Level 5: 120 credits (60 ECTS); Placement (sandwich); Level 6: 120 credits (60 ECTS)	
Intermediate award(s), title(s) and credits Cert HE Marketing Communications: 120 Level 4 credits (60 ECTS) Dip HE Marketing Communications with Advertising: 120 Level 4 credits (60 ECTS)/ 120 Level 5 credits (60 ECTS)	
UCAS Programme Code(s) (where applicable and if known) Click here to enter text.	HECoS Subject Code Link to valid HECoS codes 100075 Marketing (60%) 100074 Advertising (40%)
External reference points <ul style="list-style-type: none"> • Part A: Setting and maintaining academic standards • Chapter A1: UK and European reference points for academic standards (October 2014) • Subject Benchmark Statements - Communication, Media, Film and Cultural Studies (October 2016) • Institute of Practitioners in Advertising • AdAge, 2018, Ad Age's 2018 Industry Predictions, AdAge (online), 8th January 2018 • Higginbotham, D., 2017, Overview of the UK's marketing, advertising and PR sector, Prospects (online), December 2017 • UNESCO 2015. The Futures of Learning 2: What kind of learning for the 21st Century? • European Commission 2016, Developing future skills in higher education • HEA guidance on 21st Century Skills • JISC Digital Literacies guidance 	
Professional, Statutory and Regulatory Body (PSRB) links Chartered Institute of Marketing (CIM) Institute of Practitioners in Advertising (IPA)	
Places of delivery Bournemouth University, Talbot Campus	
Mode(s) of delivery Full time sandwich	Language of delivery English
Typical duration 4 years full time with sandwich placement	
Date of first intake September 2018	Expected start dates September
Maximum student numbers N/A	Placements 30 weeks placement
Partner(s) Not applicable	Partnership model Not applicable

Programme Specification – Section 1

Date of this Programme Specification

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Programme Specification – Section 1

PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Marketing Communications with Advertising									
Year 1/Level 4 Students are required to complete all 6 core units									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code Link to valid HECoS	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Principles of Marketing and Marketing Communications	Core	20		100%		36	V1.2	100075	
Academic and Professional Practices for Marketing Communications	Core	20		25%	75%	36	V1.1	100075	
Contemporary Debates in Marketing Communications	Core	20		100%		36	V1.2	100075	
Digital Essentials	Core	20	60%	40%		36	V1.2	100075 50%	100440 50%
Consumer and Stakeholder Principles	Core	20	50%	50%		36	V1.3	100075	
Integrated Marketing Communications	Core	20	50%	50%		36	V1.1	100075	
Progression requirements: Requires 120 credits at Level 4.									
Exit qualification: Cert HE Marketing Communications (requires 120 credits at Level 4)									

Programme Specification – Section 1

Year 2/Level 5 Students are required to complete all 6 core units									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code Link to valid HECoS	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Advertising Fundamentals	Core	20		100%		36	V1.2	100074	
Research Principles and Practice	Core	20		100%		36	V1.2	100075	
Content Creation	Core	20		100%		36	V1.2	100075	
Brands & Branding	Core	20		100%		36	V1.2	100075	
Creative Strategy	Core	20		30%	70%	36	V1.1	100074	
Media Planning	Core	20	20%	80%		36	V1.1	100074	
<p>Progression requirements: Requires 120 credits at Level 5</p> <p>Exit qualification: Dip HE Marketing Communications with Advertising (requires 120 credits at Level 4 and 120 credits at Level 5)</p>									
<p>Year 3/Level P - Compulsory placement year in industry/business</p> <p>For programmes with a compulsory placement - exemption may be possible for those who have worked in industry/business at a relevant level.</p> <p>Students must normally complete all 30 weeks of placement before progressing to Level 6.</p> <p>Progression requirements: Satisfactory completion of a minimum 30-week placement in industry/business and successful completion of the placement assessment.</p>									

Programme Specification – Section 1

Year 3/4/Level 6									
Students are required to complete 2 core units, 2 optional units, and the 40-credit dissertation. Please note that optional units need to have a sufficient number of students to run.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code Link to valid HECoS codes	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Campaign Planning for Advertising	Core	20		30%	70%	48	V1.1	100074	
Advertising Portfolio Development	Core	20		70%	30%	48	V1.1	100074	
Dissertation	Core	40		100%		24	V1.0	100075 50%	100074 50%
Behavioural Economics	Option	20		100%		48	V1.2		
Brand Meaning	Option	20		100%		48	V1.2	100075	
Consumer Insights	Option	20		70%	30%	48	V1.2	100075	
Corporate Communications	Option	20		50%	50%	48	V1.1	100075	100076
Influencer Marketing	Option	20		50%	50%	48	V1.1	100075	
Race, Media and Inequality	Option	20		40%	60%	48	V1.0	100629	
Persuasion and Influence	Option	20		50%	50%	48	V4.0	100075	
Promotion, Power and Democracy	Option	20		70%	30%	48	V1.0	100491 60%	100076 40%
Relationship Marketing	Option	20		100%		48	V1.2	100075	
Social and Intercultural Communication	Option	20		30%	70%	48	V1.1	100075	
Social Media Management	Option	20		100%		48	V1.0	100075	100440
Exit qualification: BA (Hons) Marketing Communications with Advertising									
Sandwich UG award: Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement year.									

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

In light of the increased hybridisation taking place within the marketing communications sector and the increasing demand for graduates with a specialism contextualised with a broader knowledge of marketing communications practice, this programme is designed to produce visionary Marketing Communications professionals with specific knowledges and skills in Advertising. Our graduates will be able to define new industry practice and benchmarks for excellence in their field; they will be facilitated and supported in becoming independent, innovative, strategic, creative, entrepreneurial, and ethical practitioners. Our most successful graduates will be capable of contributing to the transformation of their industries.

The aim of the Marketing Communications with Advertising programme is to transform students into reflective, critical practitioners in a wide range of future career opportunities and potential future study. Graduates of this programme develop knowledge and understanding of the historical roots of marketing communications, with a specific focus on advertising, as well as the context in which it takes place; critical of existing practice and innovative, strategic, and creative in their own practice.

This programme aims to develop critically informed, agile and resourceful graduates, who:

- have a solid understanding of marketing communications concepts and practices, with a specific focus on the discipline of advertising, including branding, strategy, creative, research and analysis, media planning and general innovation within the sector;
- are able to demonstrate critical thinking through the evaluation and application of theories and practice relevant to advertising;
- have highly-developed interpersonal skills and communication skills;
- are able to manage their own personal development and lifelong learning.

Graduates of this programme will be equipped to enter a range of potential careers where it is vital to have knowledge and expertise in marketing communications and advertising as core strategic activities, as well as their practices. Graduates of this programme have the opportunity to work in a variety of job roles in advertising, marketing communications, digital media, brand management, and media planning, in creative, strategic and management roles.

As such, our programme prepares graduates to be agile and versatile to work in a range of contexts within organisations in a variety of job roles now and into the future, reflecting the evolving nature of the marketing communications sector.

The programme aims and learning outcomes have been designed with reference to:

- Part A: Setting and maintaining academic standards
- Chapter A1: UK and European reference points for academic standards (October 2014)
- Subject Benchmark Statements - Communication, Media, Film and Cultural Studies (October 2016)
- Institute of Practitioners in Advertising
- AdAge, 2018, Ad Age's 2018 Industry Predictions, AdAge (online), 8th January 2018
- Higginbotham, D., 2017, Overview of the UK's marketing, advertising and PR sector, Prospects (online), December 2017
- The research, academic, and professional expertise of the programme team.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The Marketing Communications with Advertising programme is aligned with the principles of BU2025, especially “inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.” This degree evolves from the expertise built within the department and especially the research and professional practice of staff (many of whom have worked in senior industry roles) who specialise in advertising, consumer behaviour, media, and marketing communications. The department’s programmes, especially the advertising degree from which this new programme has evolved, have a long and distinguished history of offering excellent, industry- and sector-leading programmes with exceptional industry links supported in part by the department’s prominent alumni. Research staff within the Promotional Cultures and Communications Centre (PCCC) have national and international research and professional reputations and regularly engage students with research projects, including a range of academic and practice projects to which our students have contributed. For example, with Fusion funding, an exploration of consumer attitudes towards advertising on mobile phones was conducted for the Internet Advertising Bureau by staff and students as part of their level 5 research unit. Our research for Exterior, in collaboration with Cog Research, won two industry awards.

Additionally, the degree will benefit from live briefs and masterclasses that the department offers. Some recent examples relevant to this degree include masterclasses from Chris Arnold, Founder of Creative Orchestra and Ex-Creative Director of Saatchi and Saatchi; Thinkbox; Google; Digital Cinema Media; and the H&M Account Team from Adam and Eve, along with live briefs set by, for example, the RNLI, Metro Newspapers, Adam and Eve, AMV and Bright Blue Day.

The programme team has wide-ranging and interdisciplinary expertise grounded in years of research and professional practice within the fields of marketing communications, public relations, advertising, digital consumer behaviour, strategic consultancy, marketing research, copywriting, digital media, organisational behaviour, politics and political communications, sociology, and cultural studies. The programme is designed to balance academic rigour with the expectations of a demanding and fast-paced industry to develop the reflective, critical, strategic, creative practitioners described above. We do this by providing a range of opportunities for students, including:

- **Student-led, Co-creation of research:** For example, students within our department were involved in the creation of a literature review for ITV that explored how the use of their contracted talent could be matched more effectively with potential brand partners.
- **Student research assistants:** Bournemouth University regularly offers the opportunity for undergraduate students to take up paid work as research assistants on staff projects relevant to their degree. The department has had considerable success in recruiting students from our undergraduate programmes to work alongside them in academic and professional research projects.
- **The Journal of Promotional Communications and dissertation conference:** Annually, the department holds a dissertation conference where students have the opportunity to present their final research to their peers, staff, industry and academic guests, and their parents/guardians. They also have the opportunity to have their dissertation published in the department’s open access *Journal of Promotional Communications*.
- **Masterclass series:** As noted above, the department annually holds a masterclass series where students have the opportunity to hear from professionals working in advertising, marketing communications, public relations and digital media, including Edelman, Google, Adam and Eve, Creative Orchestra, DCM, Thinkbox, Channel 4 and Bright Blue Day.
- **Competitions:** Students are actively encouraged to enter the D&AD New Blood awards. Each year, 4 groups of students are entered in the Edcom AdVenture competition where we have a very strong track record of success. Finally, students also have the opportunity to enter the CIM The Pitch competition where, in 2018, our students achieved 3rd place.

Although the department’s programmes have always provided a dynamic curriculum that leads to highly employable graduates, the new suite of Marketing Communications degrees enhances this through further aligning and integrating in our offering a range of industry-standard qualifications relevant to each of the titles. We have historically offered some of these qualifications (e.g. the IPA Foundation Certificate) as a co-curricular/extra-curricular opportunity, but the newly designed degrees more closely align the certifications with the programmes. In doing so, it ensures the sustainability of providing

Programme Specification - Section 2

students with the opportunity to gain these certifications (e.g. ensuring sufficient staff resources in teaching and assessment for the certifications) and supporting all students in achieving certifications in addition to their degree that enhances their employability. Certifications for students undertaking Marketing Communications with Advertising, include:

- CIM Foundation Certificate (teaching in Principles of Marketing and Marketing Communications at L4 will have elements aligned to the CIM, although the assessment will be supported outside the unit)
- IPA Certificate, aligned to the Advertising Fundamentals Unit at L5

These certifications will greatly enhance students' ability to secure a compulsory industry placement, undertaken between L5 and L6. The placement is an important feature of BU degrees as it helps students contextualise their learning in relevant employment, realising and embedding the theoretical, practical and transferrable knowledge and skills learned on the degree. Furthermore, it is often cited by students as a key reason for choosing to study on CMC degrees. CMC students have undertaken placements at a range of companies/organisations across every conceivable sector, including:

- Mattel
- Lotus
- AMV
- Grey
- Bright Blue Day
- AMC
- Honda
- Captify
- Saatchi and Saatchi

The evaluation of this work-based learning experience has recently been redesigned to invite students to write a reflective blog linking their placement to their educational experiences and develop a poster that outlines their placement achievements. The poster is then displayed at a placement celebration, held for the first time in 2017, where all the department's students returning from placement display their posters to peers, staff, industry guests, and level 5 students who will go on placement at the end of the academic year. The celebration included inspirational industry and student speakers, awards, and a networking opportunity.

The suite of Marketing Communications programmes is also designed to allow students to personalise their learning by specialising in second and final year (denoted by the individual titles e.g. Marketing Communications with Advertising), which leads to speciality content in second and final year that aligns with their chosen title. Students have a further opportunity to personalise their learning through the choice of two options in final year and their dissertation project. The dissertation, which is primarily carried out in semester 2 of the final year, culminates the student's degree programme. This research project allows students to develop a piece of research of individual interest and can take the form of an academic study (humanities or social sciences) or a practice-based research project. Additionally, students can share their research through the department's annual dissertation conference, which attracts industry (including alumni) and academic guests and allows for students to invite their parents to see their work. Some of the strongest dissertations are also published in the department's open-access, online journal – *The Journal of Promotional Communications*. The combination of the above is just one of many examples of how these programmes meet the university aim of “inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.”

The new programme content and structure builds on the success of the past and the solid foundation that the department's marketing communications, advertising, and public relations programmes provided. This new title will further contribute to this emphasis on providing an industry-relevant and authentic curriculum, opportunities for all students to achieve their personal and professional goals, and an outstanding student experience, which aligns with BU2025 values of excellence, inclusivity, creativity and responsibility.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally

BA (Hons) Marketing Communications with Advertising
Version 1.7-0923

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Programme Specification - Section 2

20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for each unit is designed to align with BU assessment design regulations and is reviewed annually to ensure appropriate balance of assessment across the programme and level.

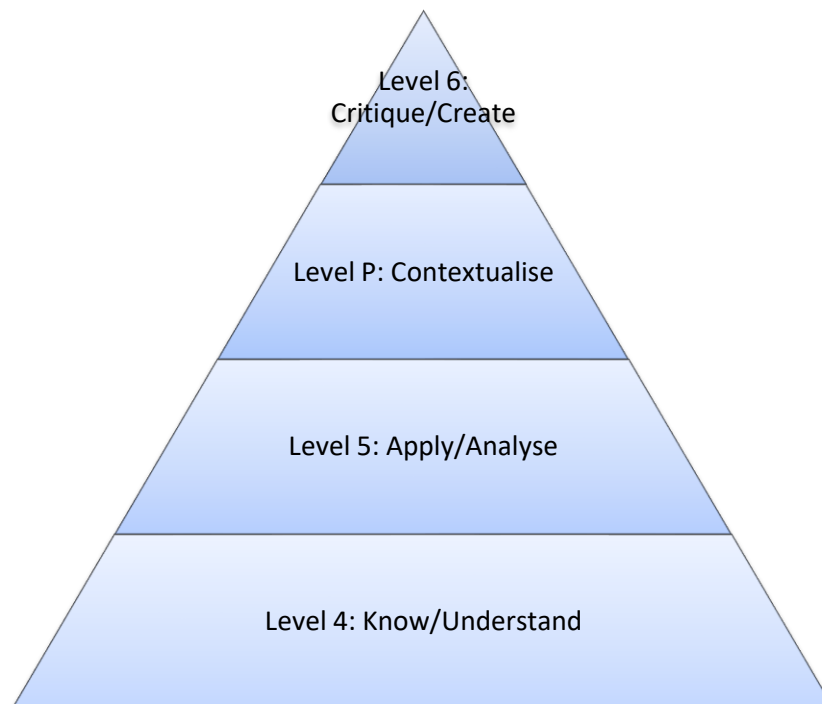
Specific to this programme, most units are worth 20 credits (the dissertation is worth 40 credits) and are compliant with the common academic structure. Students undertake a sandwich placement for a full-time work-based learning experience typically between Levels 5 and 6.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians, research students, and visiting Fellows.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

Learning on the Marketing Communications with Advertising programme is developmental and designed to scaffold knowledge and skills throughout the curriculum. It is also designed to recognise the diversity of students and their prior educational and life experiences. The four-year programme is designed to create an environment full of learning opportunities that turn a curious student into a critical and creative thinker in marketing communications with a specialty in Advertising. The curriculum can be broadly understood to follow this pedagogy:



This developmental approach to learning on the programme means that students are engaging the following kinds of learning:

Programme Specification - Section 2

- **Level 4** – Learning foundational knowledge, theories and skills. Specifically defining key concepts and identifying core knowledge that informs the academic and professional practice for Marketing Communications.
- **Level 5** – Building on the foundation set at level 4, students will apply, expand and deepen this acquired knowledge and skillset in level 5, with the opportunity to develop a concentration on their chosen title (in this case Advertising). This level has a particular focus on preparing students for placement and so the curriculum significantly focuses on applied knowledge and practice, as well as analysis/evaluation of marketing communications with opportunities to specialise in advertising.
- **Placement** – During placement students will have the opportunities to reflect on and put into practice the theoretical, practical and transferrable knowledge and skills gained at Level 5 through relevant employment.
- **Level 6** – With the accumulated knowledge and practice gained through the programme, students have opportunities to critique marketing communications knowledge and practice within their chosen specialism.

The programme team recognises there is inevitable blurriness between knowing (level 4), applying (level 5), contextualising (placement) and critiquing (level 6), but finds articulating the pedagogical approach is particularly useful in clarifying the learning outcomes, assessment and what we expect students to deliver at each level. It is also an accessible model for outlining the pedagogical approach of the programme for students, staff, externals, employers, and other relevant stakeholders.

The first-year experience is key to the department's pedagogical approach, which was strongly established in the previous validation of the department's marketing communications degrees. It established an approach to designing and delivering the Level 4, Semester 1 units that supports students' transition from a range of previous educational experiences to undergraduate study, which based on global higher education research and the experiences of our students and staff is a challenging transition for many. These first units that students encounter – Principles of Marketing and Marketing Communications; Contemporary Debates in Marketing Communications; and Academic and Professional Practices for Marketing Communications – are designed to work in concert to clearly signpost connections in the knowledges and skills acquired in the individual units and to support the academic skill development students need for university. Altogether, it aims to reduce the potential for students – and staff – to treat units as silos and facilitate the integration of knowledge that is so important for students' long-term academic and professional success. Staff delivering these units work collaboratively to ensure that content each week is linked across the three units. Further, it aims to provide students with foundational academic skills that are appropriate to university and lifelong learning, including library and desk-based research, critical thinking and evaluation, critical reading and writing, building academic and professional credibility through proper referencing relevant to each context, peer- and self-assessment, and other important lifelong learning skills. The semester 2 units continue to build on that foundation set in semester 1, but begin to encourage students towards greater independence in their learning for work at higher levels.

This first year establishes a foundation for the suite of marketing communications degrees and supports students' understanding of marketing communications (used in this context as an umbrella term that includes the related fields of advertising, digital media, and public relations) and its fit within society and the media. As such, it is shared across the four programmes and is designed to help students understand and locate Marketing Communications, Advertising, Public Relations and Digital Media before choosing a specialism from second year.

Overall, teaching and learning at level 4 will be more formal and structured in lectures, seminars and tasks set in the virtual learning environment to support students in making the transition to university. Structured reading and formative and summative assessment tasks will enable them to gain and share the knowledge and understanding of marketing communications, and introduce them to accessing and appreciating the range of subject-specific academic and professional resources available to them. Students will also be introduced to technology enhanced learning through a range of tools, including those within and beyond the virtual learning environment (Brightspace).

Programme Specification - Section 2

In level 5, students have an opportunity to develop specialist knowledge and skills, which in this case is in Advertising. At this level, the suite of degrees balance an integrated approach to marketing communications with the strategies and practices associated with advertising, reflecting the changes that are occurring in industry and the requirements of employers. This is done so through programme-specific content and in units that are shared across the suite of degrees through bespoke seminars which allow students to consider how shared practices are adopted and adapted by advertising practitioners specifically.

For example, a programme-specific unit in Semester 1 at Level 5 is the Advertising Fundamentals unit. This unit transitions students from a broad understanding of marketing communications gained at L4 to a more specific focus on the threshold knowledge and skills required for understanding how successful advertising campaigns are created. The content for the unit is purposefully aligned with the content of the IPA Foundation Certificate, with delivery consisting of lectures and seminars, supported by independent student engagement with the online modules delivered by the IPA as part of the certification course. This approach, once again, is an example of how the programme aims to deliver against BU's Fusion strategy.

An example of a unit that is shared across the suite of degrees is the Content Creation unit. The overall aim of this unit is to introduce students to the principles and practices of effective communication employed in the creation of marketing communications content. Shared lectures will introduce students to theories, concepts and frameworks that are applicable to the marketing communications context. Seminar, workshop and, importantly, assessment strategies will focus on the application of lecture content to an advertising context, reflecting the L5 pedagogy.

A feature of the formative and summative assessments at L5 is a focus, where appropriate, on the production of industry-relevant artefacts that can be used by students to populate their portfolios for use in interviews for industry placements. This focus on portfolio development is continued in L6 in preparation for students' search for graduate employment. Whilst the portfolio was traditionally the CV equivalent for those seeking employment as Creatives, employers across the marketing communications sector are increasingly asking to see portfolios of work that provide evidence of students' abilities across a range of roles.

Also important at this level is the continued development of students as independent scholars. Though formal classroom-based learning and guided independent learning on the virtual learning environment and through reading and independent study tasks, students will be asked to engage more in student-led seminars individually and in small groups to continually enhance independent, critical thinking appropriate to this level.

During the placement, students have the opportunity to put into practice the knowledge and professional and transferrable skills learned in the first two years of study, as well as make industry contacts that will serve them in their future careers. This work-based learning experience is an integral part of the programme, which is why it is a requirement for students to undertake the sandwich placement unless they can demonstrate they have engaged in equivalent, relevant work-based learning experience.

In Level 6, students continue to develop their expertise in marketing communications and advertising and have the opportunity to personalise their learning experience through the choice of options and the setting of their dissertation title. Units at this level are designed to enable students to reflect on their placement experience and first two years of study to synthesise their learning and evaluate/critique marketing communications and advertising.

Through the scaffolding of knowledge and skills throughout the programme as appropriate to each level, graduates are expected to demonstrate thorough understanding of marketing communications and advertising concepts, theories, and practices in order to critically evaluate these fields and the communications produced by professionals in these fields. In doing so, they will be prepared to develop innovative and ethical/socially responsible communications as cutting-edge professionals in their chosen specialism. They will have a range of discipline-specific and transferrable skills, including primary and secondary research and analysis, problem-solving, argumentation, communication, and independent working skills.

Programme Specification - Section 2

Within the Marketing Communications with Advertising programme, this scaffolding of knowledge is demonstrated, for example, by the Campaign Planning unit. This unit requires students to form working agency groups and to respond to a series of live briefs. Student pitches are required to demonstrate their knowledge (acquired throughout L5 and their placement experience) of consumer research, insight development, creative strategy and execution, and media planning. One of the briefs students respond to is that set by the Edcom AdVenture competition. The top four 'agencies' then have the opportunity further develop their assessed work for entry into the competition.

Assessment on the programme draws on a range of assessment tools and techniques, including individual and group work written and oral assignments, live briefs, essays and examinations. Fundamental to the university principles of assessment and programme's assessment strategy is the use of formative assessment to support student development through appropriate and timely feedback, as such each unit includes an indication of formative assessment. These will be appropriate to each unit, but can include essay plans, multiple-choice quizzes on the virtual learning environment, report completions (e.g. writing the introduction or conclusion on an industry report), developing a table or graph from a dataset, etc. Feedback for these formative tasks can similarly take a variety of forms, including staff and peer feedback

Specific to summative assessment, the balance and diet of assessment will be reviewed annually through the university's annual monitoring process and the development of the following year's independent marking plan to ensure that year-to-year amendments/evolutions to individual unit assessment strategies do not create imbalances in the overall assessment and feedback strategy for the programme.

As appropriate to individual units, time-constrained assessments (which can include 2-hour examinations) provide students with the opportunity to demonstrate their ability to structure a concise, reasoned argument and analyse an issue in a limited timeframe. Where appropriate, exams will be unseen, case-study based or open book/notes. Other time-constrained assessments may include short- turnaround live briefs or essays.

Coursework, which is included in all units on the programme, can include a range of assessment methods to ensure an inclusive approach to assessment and to embed authentic and discipline-relevant assessments throughout the programme. The specific methods include essays, reports, presentations, leading a seminar or group discussion, viva, marketing communications strategies, writing for different media, negotiated assignments, live briefs from external agencies/clients, and so on.

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>A1 Critically engage with bodies of knowledge relevant to marketing communications and advertising</p> <p>A2 Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and advertising;</p> <p>A3 Make informed judgements about the role of advertising plans and policies within organisations;</p> <p>A4 Demonstrate detailed understanding of advertising practice and the role of the individual and organisation in a global, competitive, fast-moving environment</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1, A3); • use of the VLE (A4, A5); • independent research (for dissertation and coursework) (A5).

Programme Specification - Section 2

<p>A5 Understand the importance of current wider issues that impact on the theory and practice of marketing communications and advertising</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessments (e.g. exam) (A1– A4); • coursework (A1 – A5); • dissertation (A5).
<p>B: Intellectual skills This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>B1 Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications and advertising</p> <p>B2 Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems</p> <p>B3 Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods</p> <p>B4 Demonstrate the ability to develop new meanings and new critiques of established models and theories in the advertising and marketing communications fields</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 - B4); • seminars (B1 – B4); • directed reading (B1 – B4); • use of the VLE (B1 – B4); • independent research (for dissertation and coursework) (B1 – B4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Time-constrained assessments (e.g. exam) (B1- B4); • Coursework (B1 – B4); • dissertation (B1 – B4).
<p>C: Practical skills This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>C1 Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing communications plans, strategies, and materials from the perspective of advertising;</p> <p>C2 Commission and conduct quantitative and qualitative research for academic and professional contexts</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C5); • seminars/workshops (C1 - C5); • independent research for

Programme Specification - Section 2

<p>C3 Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts</p> <p>C4 Practice the advertising discipline in a knowledgeable, skilled, critical and responsible way</p> <p>C5 Demonstrate a well-informed appreciation of the likely future shape of the industries aligned to marketing communications, specifically advertising</p>	<p>dissertation & coursework (C2, C3, C5);</p> <ul style="list-style-type: none"> • group exercises (C3 – C5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Time-constrained assessments (e.g. exam, agency brief) (C1 – C5); • coursework (C1 – C5); • dissertation (C3, C5).
<p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>D1 Effectively communicate advertising concepts, plans, proposals and issues to diverse audiences and constituencies</p> <p>D2 Work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p>D3 Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p> <p>D4 Produce accurately referenced work to a given format, brief and deadline</p> <p>D5 Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p> <p>D6 Be able to consider and apply global perspectives to their work</p> <p>D7 Effectively manage their own continuing professional development leadership and entrepreneurship, with the ability to identify new emerging themes in the advertising industries</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1 – D7); • seminars (D1- D7); • use of the VLE (D1 – D7); • directed reading (D1- D7); • group exercises (D2, D3) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (D1 – D7); • time-constrained assessments (e.g. exams, live briefs) (D1 – D6); • dissertation (D1, D3- D7).

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
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Programme Specification - Section 2

<p>A1 Engage with bodies of knowledge relevant to marketing communications and advertising and apply theory to practice</p> <p>A2 Achieve an appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and advertising</p> <p>A3 Develop informed judgements about the role of advertising, plans and policies within organisations</p> <p>A4 Develop an appreciation and understanding of advertising practice and the characteristics of effective advertising campaigns</p> <p>A5 Demonstrate a meaningful understanding of the practitioner roles across marketing communications and advertising</p> <p>A6 Recognize the importance of current wider issues in that impact on the theory and practice of marketing communications and advertising</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1- A6); • seminars (A1 – A6); • directed reading (A1 - A6); • use of the VLE (A1 – A6); • independent research (for coursework) (A1, A6) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessments (e.g. online test) (A2, A4); • coursework (A1 – A6);
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 Identify and apply basic techniques for the collection, evaluation and synthesis of data from a wide variety of research methods</p> <p>B2 Develop and apply frameworks for the analysis of problems and issues in marketing communications and advertising</p> <p>B3 Understand the methods for the investigation and resolution of professionally-oriented research and marketing communications problems</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B3); • seminars (B1 – B3); • directed reading (B1 – B3); • use of the VLE (B1 – B3); • independent research for coursework (B1 – B3). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessment (e.g. online test) (B2); • coursework (B1 – B3)
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to</p>

Programme Specification - Section 2

	demonstrate the level learning outcomes:
<p>C1 Plan and implement advertising campaigns and materials to professional standards</p> <p>C2 Conduct small-scale exploratory, conclusive and performance-monitoring research using a variety of methods</p> <p>C3 Produce acceptable professional writing and industry-specific visualisation and creative skills for the advertising context</p> <p>C4 Show evidence of the ability to practice the advertising discipline in a knowledgeable, skilled and responsible way</p> <p>C5 Make an effective contribution as part of a team to the design, development, implementation, control and evaluation of advertising plans and strategies</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C5); • seminars and workshops (C1 - C5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessments (e.g. online test) (C4); • coursework (C1 - C5);
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Effectively communicate advertising concepts, plans, proposals and issues to a range of audiences and constituencies</p> <p>D2 Develop the ability to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p>D3 Consider and evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p> <p>D4 Produce appropriately referenced work to a given format, brief and deadline</p> <p>D5 Present and defend ideas orally</p> <p>D6 Be able to consider and apply appropriate global perspectives to their work.</p> <p>D7 Demonstrate an increasing ability to exercise initiative and personal responsibility within a professional working environment</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1 – D7); • seminars (D1- D7); • use of the VLE (D1 – D7); • directed reading (D1- D7). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (D1 – D7);

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

A: Knowledge and understanding	The following learning and teaching and assessment strategies and methods enable students to achieve and to
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Programme Specification - Section 2

<p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>demonstrate the level learning outcomes:</p>
<p>A1 Understand and identify with bodies of knowledge relevant to marketing communications</p> <p>A2 Achieve a foundational understanding of the organisational, political, social, commercial and economic contexts of marketing communications</p> <p>A3 Engage in debates on the common and emerging themes in the marketing communications industries</p> <p>A4 Demonstrate an understanding of marketing communications practice, particularly the role of the individual and the key artefacts in each discipline</p> <p>A5 Demonstrate an understanding of the role of marketing communications activity in society and culture</p> <p>A6 Identify and develop a repertoire of examples and case studies in marketing communications</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1- A6); • seminars (A1 – A6); • directed reading (A1, A2, A5); • use of the VLE (A1 – A6); <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessments (e.g. exam) (A1, A4, A5); • coursework (A1 – A6);
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 Understand the appropriate techniques for the collection, evaluation and synthesis of data from a variety of research methods</p> <p>B2 Develop appropriate frameworks and case studies/examples for the discussion of problems and issues in marketing communications</p> <p>B3 Understand how to devise methods for the investigation and resolution of professionally oriented marketing communications problems</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B3); • seminars (B1 – B3); • directed reading (B1 – B3); • use of the VLE (B1 – B3); <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessments (e.g. exams) (B1- B3); • coursework (B1 – B3);

Programme Specification - Section 2

<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>C1 Understand how marketing communications campaigns and materials are planned and evaluate them</p> <p>C2 Conduct simple exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p>C3 Produce professional communications for the marketing communications context</p> <p>C4 Understand the importance of practicing the marketing communications disciplines in a knowledgeable, skilled, thoughtful and responsible way</p> <p>C5 Understand the design, development, implementation, control and evaluation of marketing communications plans and strategies</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C5); • seminars (C1 – C5); • use of the VLE (C1 – C5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • time-constrained assessments (e.g. exams) (C1, C4, C5); • coursework (C1 – C5)
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Develop a sense of self and voice in the marshalling of argument and debate</p> <p>D2 Understand how to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p>D3 Consider and reflect on their own work and that of others with reference to academic and professional issues, debates and conventions</p> <p>D4 Produce appropriately referenced work to a given format, brief and deadline</p> <p>D5 Present and justify ideas orally</p> <p>D6 Be able to understand and consider commercial and academic perspectives to their work</p> <p>D7 Demonstrate an ability to exercise initiative and personal responsibility</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1 – D7); • seminars (D1- D7); • use of the VLE (D1 – D7); • directed reading (D1- D7). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (D1 – D7); • time-constrained assessments (e.g. exams) (D1, D3, D6)

ADMISSION REGULATIONS

Programme Specification - Section 2

The regulations for this programme are the University's Standard Undergraduate Admission Regulations with the following exceptions: Applicants whose first language is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are: IELTS (academic) 6.5 (with a minimum of 6 in each of four categories) or direct equivalent.

PROGRESSION ROUTES

Students who successfully complete the Foundation programme for Media and Communication at Bournemouth University International College with an average of 50% overall and an English exit average of 65% (with a minimum of 60% in each English component) will be accepted on the BA (Hons) Marketing Communications programmes.

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register (https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students must complete a sandwich placement of 30 weeks, which takes place between the second and final year of study and must relate to learning on the programme. Relevant placement will be broadly defined to allow work placement in marketing communications, advertising, public relations, and digital media roles in a range of organisations. This can include work in agencies, in-house communications roles, government, charities, NGOs, etc. Successful completion of the placement will require students to submit all relevant documentation set out in the placement handbook/logbook.

Programme Specification - Section 2

Programme Skills Matrix

Units		Programme Intended Learning Outcomes																					
		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5	D 6	D 7	
LEVEL 6	Campaign Planning for Advertising	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Advertising Portfolio Development	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Dissertation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Behavioural Economics	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Brand Meaning	X	X			X	X			X	X		X	X	X		X	X	X	X	X	X	X
	Consumer Insights	X	X	X	X		X			X	X		X	X	X		X	X	X	X	X	X	X
	Corporate Communications	X	X		X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X
	Influencer Marketing	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Persuasion and Influence	X			X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Promotion, Power and Democracy	X	X		X	X	X			X	X		X	X	X	X	X	X	X	X	X	X	X
	Race, Media and Inequality	X	X		X	X	X			X	X		X	X	X	X	X	X	X	X	X	X	X
	Relationship Marketing	X	X		X	X	X			X	X		X	X	X	X	X	X	X	X	X	X	X
	Social and Intercultural Communication	X	X	X	X	X	X			X	X		X	X	X	X	X	X	X	X	X	X	X
Social Media Management	X	X			X	X			X	X		X	X	X	X	X	X	X	X	X	X	X	
LEVEL 5	Advertising Fundamentals	X	X	X	X	X	X			X			X	X	X	X	X	X	X	X	X	X	
	Research Principles and Practice	X	X		X	X			X	X		X	X				X	X	X	X	X	X	X
	Content Creation	X							X				X			X	X	X	X	X	X	X	
	Brands & Branding	X		X	X	X	X			X	X	X	X	X	X		X	X	X	X	X	X	X
	Creative Strategy	X	X	X	X		X	X	X		X	X	X	X		X	X	X	X	X	X		X
Media Planning	X	X	X	X		X		X		X	X	X	X		X	X	X	X	X	X		X	
LEVEL 4	Principles of Marketing and Marketing Communications	X	X	X	X	X	X		X			X	X	X	X		X	X	X	X	X	X	
	Academic and Professional Practices for Marketing Communications	X	X				X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	
	Contemporary Debates in Marketing Communications	X	X		X	X	X				X		X	X	X	X	X	X	X	X	X	X	
	Digital Essentials	X			X	X	X			X	X	X	X	X		X	X	X	X	X	X	X	
LEVEL 4	Consumer and Stakeholder Principles	X			X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	
	Integrated Marketing Communications	X	X	X	X		X			X			X	X	X	X	X	X	X	X	X	X	
<p>A – Subject Knowledge and Understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <ol style="list-style-type: none"> Critically engage with bodies of knowledge relevant to marketing communications and advertising; Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and advertising; Make informed judgements about the role of advertising plans and policies within organisations; Demonstrate detailed understanding of advertising practice and the role of the individual and organisation in a global, competitive, fast-moving environment; 							<p>C – Subject-specific/Practical Skills This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing communications plans, strategies and materials from the perspective of advertising; Commission and conduct quantitative and qualitative research for academic and professional contexts; Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts; 																

Programme Specification - Section 2

<p>5. Understand the importance of current wider issues that impact on the theory and practice of marketing communications and advertising</p>	<p>4. Practice the advertising discipline in a knowledgeable, skilled, critical and responsible way; 5. Demonstrate a well-informed appreciation of the likely future shape of the industries aligned to marketing communications, specifically advertising.</p>
<p>B – Intellectual Skills This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications and advertising; 2. Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems; 3. Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods; 4. Demonstrate the ability to develop new meanings and new critiques of established models and theories in the advertising and marketing communications fields 	<p>D – Transferable Skills This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Effectively communicate advertising concepts, plans, proposals and issues to diverse audiences and constituencies; 2. Work productively, responsibly and accountably in a team, able to listen, contribute and lead; 3. Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions; 4. Produce accurately referenced work to a given format, brief and deadline; 5. Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts; 6. Be able to consider and apply global perspectives to their work; 7. Effectively manage their own continuing professional development leadership and entrepreneurship, with the ability to identify new emerging themes in the advertising industries.