

**KEY PROGRAMME INFORMATION**

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> BA (Hons) Marketing Communications with Public Relations – Level 4: 120 credits (60 ECTS); Level 5: 120 credits (60 ECTS); Placement (sandwich); Level 6: 120 credits (60 ECTS)	
<b>Intermediate award(s), title(s) and credits</b> Cert HE Marketing Communications: 120 Level 4 credits (60 ECTS) Dip HE Marketing Communications with Public Relations: 120 Level 4 credits (60 ECTS)/ 120 Level 5 credits (60 ECTS)	
<b>UCAS Programme Code(s) (where applicable and if known)</b> <a href="#">Click here to enter text.</a>	<b>HECOS Code(s) and percentage split per programme/pathway</b> 100075 Marketing (60%) 100076 Public Relations (40%)
<b>External reference points</b> <ul style="list-style-type: none"> <li>• Part A: Setting and maintaining academic standards</li> <li>• Chapter A1: UK and European reference points for academic standards (October 2014)</li> <li>• Subject Benchmark Statements - Communication, Media, Film and Cultural Studies (October 2016)</li> <li>• Chartered Institute of Public Relations State of the Profession Report (2016-17)</li> <li>• International Association for the Measurement and Evaluation of Communications, commonly known as the Barcelona Principles (2016)</li> <li>• UNESCO 2015. The Futures of Learning 2: What kind of learning for the 21<sup>st</sup> Century?</li> <li>• European Commission 2016, Developing future skills in higher education</li> <li>• HEA guidance on 21<sup>st</sup> Century Skills</li> <li>• JISC Digital Literacies guidance</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> Chartered Institute of Marketing (CIM) Chartered Institute of Public Relations (CIPR) Institute of Direct and Digital Marketing (IDM)	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full time sandwich	<b>Language of delivery</b> English
<b>Typical duration</b> 4 years full time with sandwich placement	
<b>Date of first intake</b> September 2018	<b>Expected start dates</b> September
<b>Maximum student numbers</b> N/A	<b>Placements</b> 30 weeks placement

## Programme Specification – Section 1

<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> September 2022	
<b>Version number</b> v1.8-0923	
<b>Approval, review or modification reference numbers</b> E20171838, approved 15/06/2018 BU1819 01, approved 10/12/2018, previously version v1.0-0918, FMC 202101 approved 23/09/2020, BU2020 01, approved 30/09/2020 FMC2021 10, approved 21/01/2021 FMC 2122 02 approved 11/11/2021 FMC 2122 03 approved 17/01/2022 EC 2122 48, approved 31/05/2022 EC 2223 02, approved 16/09/2022	
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## Programme Specification – Section 1

### PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Marketing Communications with Public Relations									
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 code(s)	
			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	V1.0	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	V1.0	100075	
<b>Progression requirements:</b> Requires 120 credits at Level 4.									
<b>Exit qualification:</b> Cert HE Marketing Communications (requires 120 credits at Level 4)									

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<b>Year 2/Level 5</b> 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 code(s)	
			Exam 1	Cwk 1	Cwk 2			HECOS Subject Code and %	HECOS Subject Code and %
PR Concepts and Influencer Relations	Core	20		100%		36	V1.3	100076	
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	
PR Events	Core	20		70%	30%	36	V1.2	100076	
Marketing Communications Campaigns in Practice	Core	20		40%	60%	36	V1.2	100075	
<b>Progression requirements:</b> Requires 120 credits at Level 5 <b>Exit qualification:</b> Dip HE Marketing Communications with Public Relations (requires 120 credits at Level 4 and 120 credits at Level 5)									
<b>Year 3/Level P - Compulsory placement year in industry/business</b> For programmes with a compulsory placement - exemption may be possible for those who have worked in industry/business at a relevant level.  Students must normally complete all 30 weeks of placement before progressing to Level 6.  <b>Progression requirements:</b> Satisfactory completion of a minimum 30-week placement in industry/business and successful completion of the placement assessment.									

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<b>Year 3/4/Level 6</b>									
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 code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Strategic Management for PR	Core	20		100%		48	V1.1	100076	
Reputation Management and Crisis Communication	Core	20		50%	50%	48	V1.1	100076	
Dissertation	Core	40		100%		24	V1.1	100075 50%	100076 50%
Behavioural Economics	Option	20	50%	50%		48	V1.1		
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	
Persuasion and Influence	Option	20		50%	50%	48	V4.0	100491 60%	100076 40%
Promotion, Power and Democracy	Option	20		70%	30%	48	V1.1	100075	
Race, Media and Inequality	Option	20		40%	60%	48	V1.1	100629	
Relationship Marketing	Option	20		20%	80%	48	V1.1	100075	
Social and Intercultural Communication	Option	20		30%	70%	48	V1.1	100075	100440
Social Media Management	Option	20		100%		48	V1.1	100075	
<b>Exit qualification:</b> BA (Hons) Marketing Communications with Public Relations									
<b>Sandwich UG award:</b> 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

This programme is designed to produce visionary Marketing Communications professionals with key knowledges and skills in Public Relations practices. 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 Public Relations 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, advertising, and with a particular focus on public relations, 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 how theory guides innovation and creativity amongst communication with stakeholders, influencers, and its role in organisational reputation
- are able to demonstrate critical thinking through the evaluation of theories and practice relevant to strategic PR communications;
- 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 managing reputation, as well as understanding and communicating with an organisation/institution's stakeholders. Public relations is practiced in a range of sectors and industries and in departments adopting a range of terminology, so our programme prepares graduates to be agile and versatile to work in a range of contexts within organisations.

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

- The QAA Benchmarking Statement for Communication, Media, Film and Cultural Studies (October 2016),
- The Frameworks for Higher Education Qualifications and UK Degree-Awarding Bodies (October 2014),
- Chartered Institute of Public Relations State of the Profession Report (2016-17)
- International Association for the Measurement and Evaluation of Communications, commonly known as the Barcelona Principles (2016), and
- The research, academic, and professional expertise of the programme team.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The Marketing Communications with Public Relations programme is aligned to 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 BA (Hons) Public Relations, which has a long and distinguished history as an excellent, industry- and sector-leading degree programme in PR with exceptional industry links supported in part by the degree's prominent alumni. For example, BU is the home to the annual International History of Public Relations Conference attracting international scholars and giving students the opportunity to be part of the conference experience. Additionally, the degree has benefited from alumni mentoring, giving live briefs to the students and participating in master class sessions. The department's research and professional practice have

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played an important role in the continuous improvement of the degree, and students directly benefit from working with staff with national and international research and professional reputations.

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, copywriting, digital media, politics and political communications, organisational behaviour, 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:** A student recently won a co-creation award to investigate how cultural intelligence of public relations practitioners may impact their global use of social media tactics.
- **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. PR students have been involved in supporting a variety of research projects. Additionally, a number of students have presented their work at the BU SURE conference for undergraduate research and have co-authored publications.
- **Student guest editors and authors of the Journal of Promotional Communications:** PR students have a long history of being student guest editors and numerous students have had their work published in the journal, including excellent dissertations and special contributions to special editions.
- **Masterclass series:** the masterclass series have seen Edelman brief all levels of PR students about the annual trust barometer findings. Other masterclasses have focused on how to start a consultancy, or the skills practitioners are looking for in graduates.
- **CIPR Meet the Professionals:** this annual event brings PR students and PR professionals from CIPR Wessex together for an evening of networking and professional development talks.

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 embedding industry-standard qualifications relevant to each of the titles. We have historically offered some of these qualifications (e.g. the CIM Foundation Certificate) as a co-curricular/extra-curricular opportunity, but the newly designed degrees embed them in the taught elements of the programmes. In doing so, it ensures the sustainability of providing 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 Public Relations, include:

- CIM Foundation Certificate
- CIPR

In most cases, students will undertake these certifications in levels 4 and 5, which is before undertaking a mandatory placement. 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. CMC students have undertaken placements at a range of companies/organisations across every conceivable sector, including:

- corporate communications at Disney, Aerobus, Honda and L'Oréal
- managing social media at Lidl, Warner Brothers, and the Dorset Councils.
- PR agencies working on campaigns for Visit Britain and Action Loss Hearing.

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.

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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 Public Relations), which leads to specialty 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 BA (Hons) Public Relations programme provided. The new title maintains and improves the programme's 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 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

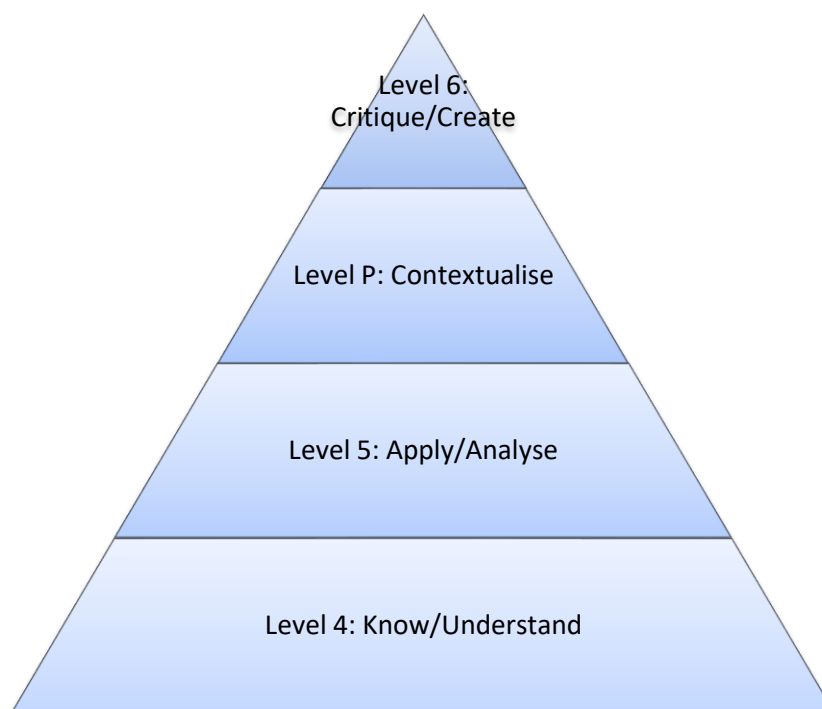
Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

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

Learning on the Marketing Communications with Public Relations 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 public relations. The curriculum can be broadly understood to follow this pedagogy:



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

- **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. 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 Public Relations practice.
- **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 to innovate thinking 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 Society; 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

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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 toward greater independence in their learning for work at higher levels.

This first year is foundational to the suite of marketing communications degrees and supports students' understanding of marketing communications (used in this context as an umbrella term for to include the related fields of advertising 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 in 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).

In level 5, students have an opportunity to develop specialist knowledge and skills, which in this case is in public relations. At this level, the suite of degrees balances an integrated approach to marketing communications with the strategies and practices of public relations. This is done so through programme-specific content (e.g. the PR Concepts and Influencer Relations unit, which develops knowledge and understanding of the strategies and tactics involved in media relations and relations with the range of 'influencers' in and outside the media) and in units that are shared across the suite of degrees (e.g. Content Creation) through bespoke seminars which allow students to consider how shared practices are adopted and adapted by public relations professionals. 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. 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 public relations and have the opportunity to personalise their learning experience through the choice of options and setting 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.

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, advertising and public relations 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.

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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, examinations (which are typically 2 or 3 hours in duration) may be seen or unseen. 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.

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><b>A: Subject knowledge and understanding</b></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><b>A1</b> Critically engage with bodies of knowledge relevant to marketing communications and public relations</p> <p><b>A2</b> Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and public relations;</p> <p><b>A3</b> Make informed judgements about the role of public relations plans and policies within organisations;</p> <p><b>A4</b> Demonstrate detailed understanding of public relations practice and the role of the individual and organisation in a global, competitive, fast-moving environment</p> <p><b>A5</b> Understand the importance of current wider issues that impact on the theory and practice of marketing communications and public relations</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1, A3);</li> <li>• use of the VLE (A4, A5);</li> <li>• independent research (for dissertation and coursework) (A5).</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exam) (A1– A4);</li> <li>• coursework (A1 – A5);</li> <li>• dissertation (A5).</li> </ul>

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<p><b>B: Intellectual skills</b></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 outcomes:</p>
<p><b>B1</b> Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications and public relations</p> <p><b>B2</b> Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems</p> <p><b>B3</b> Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods</p> <p><b>B4</b> Demonstrate the ability to develop new meanings and new critiques of established models and theories in the public relations 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"> <li>• lectures (B1 - B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• use of the VLE (B1 – B4);</li> <li>• independent research (for dissertation and coursework) (B1 – B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Time-constrained assessments (e.g. exam) (B1- B4);</li> <li>• Coursework (B1 – B4);</li> <li>• dissertation (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></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><b>C1</b> 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 public relations;</p> <p><b>C2</b> Commission and conduct quantitative and qualitative research for academic and professional contexts</p> <p><b>C3</b> Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts</p> <p><b>C4</b> Practice the public relations discipline in a knowledgeable, skilled, critical and responsible way</p> <p><b>C5</b> Demonstrate a well-informed appreciation of the likely future shape of the industries aligned to marketing communications, specifically public relations</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars/workshops (C1 - C5);</li> <li>• independent research for dissertation &amp; coursework (C2, C3, C5);</li> <li>• group exercises (C3 – C5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Time-constrained assessments (e.g. exam, agency brief) (C1 – C5);</li> </ul>

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	<ul style="list-style-type: none"> <li>• coursework (C1 – C5);</li> <li>• dissertation (C3, C5).</li> </ul>
<p><b>D: Transferable skills</b></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><b>D1</b> Effectively communicate public relations concepts, plans, proposals and issues to diverse audiences and constituencies</p> <p><b>D2</b> Work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> 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><b>D4</b> Produce accurately referenced work to a given format, brief and deadline</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D7);</li> <li>• seminars (D1- D7);</li> <li>• use of the VLE (D1 – D7);</li> <li>• directed reading (D1- D7);</li> <li>• group exercises (D2, D3)</li> </ul>
<p><b>D5</b> Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p> <p><b>D6</b> Be able to consider and apply global perspectives to their work</p> <p><b>D7</b> Effectively manage their own continuing professional development leadership and entrepreneurship, with the ability to identify new emerging themes in the public relations field</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D7);</li> <li>• time-constrained assessments (e.g. exams, live briefs) (D1 – D6);</li> <li>• dissertation (D1, D3- D7).</li> </ul>

### LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></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>
<p><b>A1</b> Engage with bodies of knowledge relevant to marketing communications and public relations and apply theory to practice</p> <p><b>A2</b> Achieve an appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and public relations</p> <p><b>A3</b> Develop informed judgements about the role of public relations, plans and policies within organisations</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1- A6);</li> <li>• seminars (A1 – A6);</li> <li>• directed reading (A1 - A6);</li> <li>• use of the VLE (A1 – A6);</li> </ul>

## Programme Specification - Section 2

<p><b>A4</b> Develop an appreciation and understanding of public relations practice and the characteristics of effective public relations campaigns</p>	<ul style="list-style-type: none"> <li>• independent research (for coursework) (A1, A6)</li> </ul>
<p><b>A5</b> Demonstrate a meaningful understanding of the practitioner roles across marketing communications and public relations</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>A6</b> Recognise the importance of current wider issues in that impact on the theory and practice of marketing communications and public</p>	<ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. online test) (A2, A4);</li> <li>• coursework (A1 – A6);</li> </ul>
<p><b>B: Intellectual skills</b></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><b>B1</b> Identify and apply basic techniques for the collection, evaluation and synthesis of data from a wide variety of research methods</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>B2</b> Develop and apply frameworks for the analysis of problems and issues in marketing communications and public relations</p>	<ul style="list-style-type: none"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> </ul>
<p><b>B3</b> Understand the methods for the investigation and resolution of professionally-oriented research and marketing communications problems</p>	<ul style="list-style-type: none"> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> <li>• independent research for coursework (B1 – B3).</li> </ul>
<p><b>C: Practical skills</b></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><b>B1</b> Identify and apply basic techniques for the collection, evaluation and synthesis of data from a wide variety of research methods</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>B2</b> Develop and apply frameworks for the analysis of problems and issues in marketing communications and public relations</p>	<ul style="list-style-type: none"> <li>• time-constrained assessment (e.g. online test) (B2);</li> <li>• coursework (B1 – B3)</li> </ul>
<p><b>C1</b> Plan and implement public relations campaigns and materials to professional standards</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>C2</b> Conduct small-scale exploratory, conclusive and performance-monitoring research using a variety of methods</p>	<ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars and workshops (C1 - C5)</li> </ul>

## Programme Specification - Section 2

<p><b>C3</b> Produce acceptable professional writing and industry-specific visualisation and creative skills for the public relations context</p> <p><b>C4</b> Show evidence of the ability to practice the public relations discipline in a knowledgeable, skilled and responsible way</p> <p><b>C5</b> Make an effective contribution as part of a team to the design, development, implementation, control and evaluation of public relations plans and strategies</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. online test) (C4);</li> <li>• coursework (C1 - C5);</li> </ul>
<p><b>D: Transferable skills</b></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><b>D1</b> Effectively communicate public relations concepts, plans, proposals and issues to a range of audiences and constituencies</p> <p><b>D2</b> Develop the ability to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> 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><b>D4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Present and defend ideas orally</p> <p><b>D6</b> Be able to consider and apply appropriate global perspectives to their work.</p> <p><b>D7</b> 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"> <li>• lectures (D1 – D7);</li> <li>• seminars (D1- D7);</li> <li>• use of the VLE (D1 – D7);</li> <li>• directed reading (D1- D7).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D7);</li> </ul>

### LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></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>
<p><b>A1</b> Understand and identify with bodies of knowledge relevant to marketing communications</p> <p><b>A2</b> Achieve a foundational understanding of the organisational, political, social, commercial and economic contexts of marketing communications</p> <p><b>A3</b> Engage in debates on the common and emerging themes in the marketing communications industries</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1- A6);</li> <li>• seminars (A1 – A6);</li> <li>• directed reading (A1, A2, A5);</li> </ul>

## Programme Specification - Section 2

<p><b>A4</b> Demonstrate an understanding of marketing communications practice, particularly the role of the individual and the key artefacts in each discipline</p> <p><b>A5</b> Demonstrate an understanding of the role of marketing communications activity in society and culture</p> <p><b>A6</b> Identify and develop a repertoire of examples and case studies in marketing communications</p>	<ul style="list-style-type: none"> <li>• use of the VLE (A1 – A6);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exam) (A1, A4, A5);</li> <li>• coursework (A1 – A6);</li> </ul>
<p><b>B: Intellectual skills</b></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><b>B1</b> Understand the appropriate techniques for the collection, evaluation and synthesis of data from a variety of research methods</p> <p><b>B2</b> Develop appropriate frameworks and case studies/examples for the discussion of problems and issues in marketing communications</p> <p><b>B3</b> 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"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exams) (B1- B3);</li> <li>• coursework (B1 – B3);</li> </ul>
<p><b>C: Practical skills</b></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><b>C1</b> Understand how marketing communications campaigns and materials are planned and evaluate them</p> <p><b>C2</b> Conduct simple exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Produce professional communications for the marketing communications context</p> <p><b>C4</b> Understand the importance of practicing the marketing communications disciplines in a knowledgeable, skilled, thoughtful and responsible way</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars (C1 – C5);</li> <li>• use of the VLE (C1 – C5)</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>



## Programme Specification - Section 2

<p><b>C5</b> Understand the design, development, implementation, control and evaluation of marketing communications plans and strategies</p>	<ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exams) (C1, C4, C5);</li> <li>• coursework (C1 – C5)</li> </ul>
<p><b>D: Transferable skills</b></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><b>D1</b> Develop a sense of self and voice in the marshalling of argument and debate</p> <p><b>D2</b> Understand how to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> Consider and reflect on their own work and that of others with reference to academic and professional issues, debates and conventions</p> <p><b>D4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Present and justify ideas orally</p> <p><b>D6</b> Be able to understand and consider commercial and academic perspectives to their work</p> <p><b>D7</b> 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"> <li>• lectures (D1 – D7);</li> <li>• seminars (D1- D7);</li> <li>• use of the VLE (D1 – D7);</li> <li>• directed reading (D1- D7).</li> </ul>

### ADMISSION REGULATIONS

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](https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx)) for a full list of approved Recognition arrangements and agreed entry criteria.

## **Programme Specification - Section 2**

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 a 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 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
6	L Strategic Management for PR	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
	E Reputation Management and Crisis Communication	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
	V Dissertation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	E Behavioural Economics	X	X			X	X		X	X	X		X	X	X		X	X	X	X	X	X
	L Brand Meaning	X	X	X	X		X		X	X	X		X	X	X		X	X	X	X	X	X
	Consumer Futurising	X	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
	Persuasion and Influence	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
	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
	Social Media Management	X		X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X
5	L PR Concepts and Influencer Relations	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	
	E Research Principles and Practice	X	X	X	X		X	X	X	X	X	X	X	X	X		X	X	X	X	X	X
	V Content Creation	X			X		X				X	X	X	X	X	X	X	X	X	X		X
	E Brands & Branding	X		X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X
	L PR Events	X		X	X						X	X	X	X	X	X	X	X	X	X		X
Marketing Communications Campaigns in Practice	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
4	L Principles of Marketing and Marketing Communications	X	X	X	X	X		X		X		X	X	X		X	X	X	X	X	X	
	E Academic and Professional Practices for Marketing Communications	X	X				X	X	X		X	X	X	X	X	X	X	X	X	X	X	
	V Contemporary Debates in Marketing Communications	X	X		X	X	X				X		X	X	X	X	X	X	X	X	X	
	L Digital Essentials	X			X	X	X		X		X	X	X	X	X		X	X	X	X	X	
	Consumer and Stakeholder Insights	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	X	
<b>A – Subject Knowledge and Understanding</b> This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:							<b>C – Subject-specific/Practical Skills</b> This programme provides opportunities for students to:															
<ol style="list-style-type: none"> <li>Critically engage with bodies of knowledge relevant to marketing communications and public relations;</li> <li>Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and public relations;</li> <li>Make informed judgements about the role of public relations plans and policies within organisations;</li> </ol>							<ol style="list-style-type: none"> <li>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 public relations;</li> <li>Commission and conduct quantitative and qualitative research for academic and professional contexts;</li> <li>Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts;</li> </ol>															

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