Appendix 1: Programme Specification

BA Advertising, PR and Branding

Programme Specification

1. Programme title	BA (Hons) Advertising, PR and Branding
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification	BA (Hons) BA Advertising, PR and Branding
6. Year of validation **Year of amendment**	2017
7. Language of study	English
8. Mode of study	Full-time and Part-time

9. Criteria for admission to the programme

Minimum requirements 112 UCAS Points or relevant equivalent qualification, for UK, International and EU students, eg.: BBC at A-Level; DMM at BTEC Level 3 Extended Diploma; 45 credits at level 3 for Access to HE Diploma Pass at Level 3; 28 points for the International Baccalaureate Awards.

Upon successful completion of the Foundation Year in Media students can apply for entry. Applications from mature students with non-standard qualifications are welcomed, especially applications by industry practitioners seeking formal HE qualifications. Students whose first language is not English must also have an overall IELTS score of 6.0, and not less than 5.5 in any element. Where they do not meet these criteria they should attend and successfully complete a Middlesex University pre-sessional course.

10. Aims of the programme

The programme aims to:

- equip students with knowledge and understanding of the practices and processes as well as the social and commercial contexts of advertising, PR and branding;

- enhance graduate employability by combining theory with practice to equip students with a practical knowledge and aptitude in the convergent disciplines of advertising, PR and branding;

- address a need in the digital economy for graduates with methodological and technical skills for analysing analogue and digital data and producing actionable insights;

- develop students' communication skills and competency in communicating ideas effectively in multiple media forms and online platforms;

- enable students to develop a broad range of technical skills necessary for producing multiplatform media content;

- ensure that students are able to apply creative thinking in a wide range of promotional communications;

- enable students to develop transferable generic intellectual skills, especially those of analysis, synthesis and evaluation;

- encourage and develop skills for working independently and collaboratively to produce high-quality / industry-standard work;

- enable students to develop the skills required to effectively present their work in academic and professional contexts.

11. Programme outcomes

A. Knowledge and understanding	Teaching/learning methods
On completion of this programme the successful student will have knowledge and understanding of: A1. The history, practices and processes of the modern advertising, PR and branding industries (including research, planning, client services and creative) in	Students gain knowledge and understanding through: 1. workshops, seminars and lectures; 2. critical reflection on personal and cultural experience; 3. group work and presentations; 4. collaborative digital platforms;

the context of contemporary media and creative industries;

A2. How different modes of qualitative and quantitative research inform both the theory and practice of advertising, PR and branding;

A3. The way in which promotional strategies and techniques produce cultural meanings and social and political effects;

A4. The practical and commercial considerations of brand design and management in a variety of industry sectors;

A5. The key issues and major theoretical perspectives that underpin the academic study of promotional culture.

5. guided and independent study and research;
6. writing in academic and professional formats;
7. work placement;

Assessment methods

Students' knowledge and understanding is assessed by:
1. essays;
2. project work;
3. group presentations;
4. peer-assessment and self-assessment (blogs and participation on other online platforms).

B. Cognitive (thinking) skills

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

B1. Engage critically with the major theories and intellectual paradigms relating to the practice and critique of advertising, PR and branding;

B2. Analyse the meanings of media texts using a range of methods appropriate to the programme (eg. semiotics; content analysis; data analytics; ethnography);

B3. Think creatively, researching and problem solving in both practical and intellectual contexts;

B4. Contribute effectively in a team environment through self-awareness and empathetic engagement;

B5. Adapt to new working practices, emergent technologies and evolving consumer environments.

Teaching/learning methods

Students learn cognitive skills through:

1. directed and independent reading and research activity;
2. seminar exercises involving problem-solving, critical and interpretative thinking and analysis;
3. collaborative projects;
4. developing and presenting arguments in a range of media;
5. e-learning activities.

Assessment methods

Students' cognitive skills are assessed by:

1. evidence of good argument and discerning reading and research in a range of media;
2. individual project work and written assignments focused on the cognitive;
3. skills of critical analysis and interpretation;
4. collaborative project work;
5. e-learning activities.

| **C. Practical skills** | **Teaching/learning methods** |

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

C1. Synthesize and evaluate information from primary and secondary research for the purpose of formulating research questions, producing essays, reports, presentations and dissertations;

C2. Draw on primary and secondary research to plan, produce and evaluate: creative ideas, campaigns and content in different media;

C3. Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection;

C4. Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres (e.g. advertising copy; press releases; brand design)

C5. Work effectively in both physical and virtual team environments.

Students learn practical skills through:

1. practice-based workshops;
2. developing creative solutions in response to industry briefs;
3. work experience;
4. tutor led and small group focused seminar discussions;
5. essay writing, dissertations, report writing, case studies, independent and group research project work, oral presentation;
6. library inductions;
7. technical inductions.

Assessment methods

Students' practical skills are assessed by:

1. dissertations, essays, case studies;
2. group project work;
3. presentations;
4. production of promotional media text e.g. brand identity, press release, advertisement, social media content, etc.

D. Graduate skills

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

D1. Think critically and locate, assess and make effective use of information in order to conduct research and produce creative work to professional standards;

D2. Understand the informational needs of different audiences and communicate effectively through appropriate channels and platforms;

D3. Work collaboratively, manage and deliver projects as part of a team;

D4. Demonstrate numeracy skills through quantitative research, campaign budgeting and media planning;

D5. Conceptualise and produce effective promotional texts, eg., written and visual content for a range of media.

Teaching/learning methods

Students acquire graduate skills through:

1. practice-based workshops;
2. research, writing and feedback on essays, case studies and reports;
3. work experience and networking with industry;
4. creative project work;
5. Peer- and self-assessment.

Assessment methods

Students' graduate skills are assessed by:

1. personal branding, eg. portfolio, CV, online profile;
2. group and individual writing and creative work;
3. research projects;
4. campaign design and implementation;
5. critical reflection and independent

			project.

12. Programme structure (levels, modules, credits and progression requirements)
12. 1 Overall structure of the programme

Full Time: 120 credits per year.

Part Time: 60 credits per year.

Full Time

Year 1			
APM1000 Brands, Media and Society 30 credits	APM1200 Content Design 30 credits	APM1001 Creative Advertising 30 credits	APM1002 Public Relations Practice 30 credits
Year 2			
APM2000 Understanding Consumer Culture 30 credits	APM2001 Brand Management 30 credits	APM2002 Campaign Planning 30 credits	APM2250 Promotional Video Production 30 credits (option)
			APM2003 Creative Industries Work Placement 30 credits (option)
			APM2051 Promotional Cultures 30 credits (option)
Year 3			
APM3000	APM3001	APM3002	APM3003

Independent Project 30 credits	Digital Advertising 30 credits	Social Media and Public Relations 30 credits	Campaigns and Social Impact 30 credits (option)
			APM3004 Entrepreneurship 30 credits (option)
			APM3005 Place Branding and International Diplomacy 30 credits (option)

Part Time

Year 1 PT Level 4		
APM1000 Brands, Media and Society 30 credits	APM1001 Creative Advertising 30 credits	
Year 2 PT Level 4		
APM1002 Public Relations Practice 30 credits	APM1200 Content Design 30 credits	
Year 3 PT Level 5		
APM2000 Understanding Consumer Culture 30 credits	APM2001 Brand Management 30 credits	
Year 4 PT Level 5		
APM2002 Campaign Planning 30 credits	APM2250 Promotional Video Production	

	30 credits (option)	
	APM2003 Creative Industries Work Placement 30 credits (option)	
	APM2051 Promotional Cultures 30 credits (option)	
Year 5 PT Level 6		
APM3001 Digital Advertising 30 credits	APM3002 Social Media and Public Relations 30 credits	
Year 6 PT Level 6		
APM3000 Independent Project 30 credits	APM3003 Campaigns and Social Impact 30 credits (option)	
	APM3004 Entrepreneurship (option)	
	APM3005 Place Branding and International Diplomacy30 credits (option)	

12.2 Levels and modules		
Level 4 (1)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

Students must take all of the following: APM1000 Brands, Media an Society APM1200 Content Design APM1001 Creative Advertising APM1002 Public Relations Practice	There are no option modules for year one / level 4	All students must gain 120 credits at level 4 to include non-compensable modules

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: APM2000 Understanding Consumer Culture APM2001 Brand Management APM2002 Campaign Planning	Students must also choose one from the following: APM2003 Creative Industries Work Placement APM2051 Promotional Cultures APM2250 Promotional Video Production	All students must gain 120 credits at level 5 to include non-compensable modules

Level 6 (3)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

Students must take all of the following: APM3000 Independent Project APM3001 Digital Advertising APM3002 Social Media and Public Relations	Students must also choose one from the following: APM3003 Campaigns and Social Impact APM3004 Entrepreneurship APM3005 Place Branding and International Diplomacy	All students must gain 120 credits at level 6 to include non-compensable modules

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
Level 4	All
Level 5	APM2000, APM2001, APM2002
Level 6	APM3000, APM3001, APM3002

13. Curriculum map
See attached.

14. Information about assessment regulations
The programme conforms to all Middlesex University assessment regulations. See Middlesex University Regulations: http://www.mdx.ac.uk/about-us/policies/university-regulations   For all modules students must submit all assignments / assessment components in a module and will gain a pass for the module overall if the average mark for all components is grade 16 or better.   Module narratives and module handbooks outline specific information regarding assessment schemes and procedures for each module. The students programme handbook gives detailed information regarding assessment modes and procedures.

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

All students on the BA Advertising, Public Relations and Branding programme are encouraged to seek work placement opportunities during their period of study. Undertaking a work placement is essential for students who choose to take the optional level 5 module APM2003 Creative Industries Work Placement. In this module and in cooperation with the Employability Services workshops, CV, letter writing and interview training are incorporated into the curriculum design of the module.

With the support of the University's employability service, the programme can provide help with the process of applying for a placement. Do please note however that we do not offer guaranteed work placement opportunities, and therefore self-motivation is essential.

16. Future careers (if applicable)

Graduates are most likely to be employed in graduate roles across within advertising, public relations or branding agencies. Additionally, promotional communications are an essential component of all organisations and businesses in the creative industries (including small/startup enterprises) and so graduates have excellent transferable skills that will enable them to perform roles in a range of fields, including:

- Account/client services
- Copywriting
- Campaigning
- Creative Advertising
- Press Officer
- PR Executive
- Brand Management
- Digital Marketing
- E-commerce
- Media Executive
- Editorial services
- Events & Exhibitions Production Management
- Social Media Content Management and Promotion
- Social Media Marketing
- Social Media Community Manager
- Social Media Analyst
- Project Management
- Web Content Developer

17. Particular support for learning (if applicable)

- Digital Media workshops with industry standard software for digital media production;
- Specialist equipment for promotional video production;
- Academic writing support from the Learner Enhancement Team (LET) is embedded in the curriculum for in at least one module in every year.

18. JACS code (or other relevant coding system)	N560, P210
19. Relevant QAA subject benchmark group(s)	Communication, Media, Film and Cultural Studies (2016)

20. Reference points

QAA Benchmark statement 14. Communication, Media, Film and Cultural Studies (2016)

QAA Code of practice

QAA Framework for Higher Education Qualifications (FHEQ)

Middlesex University Learning and Teaching Strategy

Middlesex University Assessment Regulations

The Learning and Quality Enhancement Handbook

21. Other information

N/A

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

Appendix 2: Curriculum Map

Curriculum map for *BA Advertising, PR and Branding*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The history, practices and processes of the modern advertising, PR and branding industries (including research, planning, accounts and creative) in the context of contemporary media and creative industries	C1	Synthesize and evaluate information from primary and secondary research for the purpose of formulating research questions, producing essays, reports, presentations and dissertations
A2	How different modes of qualitative and quantitative research informs both the theory and practice of advertising, PR and branding	C2	Draw on primary and secondary research to plan, produce and evaluate: creative ideas, campaigns and content in different media
A3	The way in which promotional strategies and techniques produce cultural meanings and social and political effects	C3	Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection
A4	The practical and commercial considerations of brand design and management in a variety of industry sectors	C4	Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres (e.g. advertising copy; press releases; brand design)
A5	The key issues and major theoretical perspectives that underpin the academic study of promotional culture	C5	Work effectively in both physical and virtual team environments
Cognitive skills		Graduate Skills	

B1	Engage critically with the major theories and intellectual paradigms relating to the practice and critique of advertising, PR and branding	D1	Think critically and locate, assess and make effective use of information in order to conduct research and produce creative work to professional standards
B2	Analyse the meanings of media texts using a range of methods appropriate to the programme (eg. semiotics; content analysis; data analytics; digital methods; ethnography)	D2	Understand the informational needs of different audiences and communicate effectively through appropriate channels and platforms
B3	Think creatively, researching and problem solving in both practical and intellectual contexts	D3	Work collaboratively, manage and deliver projects as part of a team
B4	Contribute effectively in a team environment through self-awareness and empathetic engagement	D4	Demonstrate numeracy skills through quantitative research, campaign budgeting and media planning
B5	Adapt to new working practices, emergent technologies and evolving consumer environments	D5	Conceptualise and produce effective promotional texts, eg., written and visual content for a range of media

Programme outcomes

A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5
Highest level achieved by all graduates																					
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Brands, Media and Society	APM1000	x		x		x	x	x				x		x							
Content Design	APM1200				x				x	x	x		x	x	x		x	x	x		x
Creative Advertising	APM1001	x	x	x					x	x	x		x	x	x	x	x	x	x		x

Module	Code																				
Public Relations Practice	APM1002	x	x	x			x		x		x		x	x	x	x	x	x	x		x
Understanding Consumer Culture	APM2000		x		x			x				x		x			x	x	x		
Brand Management	APM2001	x	x	x	x				x				x		x		x	x			x
Campaign Planning	APM2002	x	x		x				x	x	x		x	x	x	x	x	x	x	x	x
Creative Industries Work Placement	APM2003	x				x	x		x		x		x	x			x		x		x
Promotional Video Production	APM2250				x				x	x	x		x	x	x	x	x	x	x	x	x
Promotional Cultures	APM2051	x		x	x	x	x	x				x		x			x				
Independent Project	APM3000	x	x	x			x	x	x			x	x	x	x		x	x		x	x
Digital Advertising	APM3001	x		x	x		x		x		x		x		x	x	x	x		x	x
Social Media and Public Relations	APM3002	x	x	x					x		x	x	x	x	x		x	x		x	x
Campaigns and Social Impact	APM3003	x		x		x	x		x	x		x	x	x	x	x	x	x	x		x
Entrepreneurship	APM3004	x		x	x				x	x	x	x	x	x		x		x	x	x	
Place Branding and International Diplomacy	APM3005	x		x	x				x		x	x		x			x	x			x