

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications and The Arts
Programme:	MA in Advertising and Public Relations
FHEQ Level:	7
Course Title:	Extended Professional Research Project
Course Code:	APR 7550
Total Hours:	600
Timetabled Hours:	N/A
Guided Learning Hours:	N/A
Independent Learning Hours:	600
Credits:	60 UK CATS credits 30 ECTS credits 12 US credits

Course Description:

For students working independently on their Masters professional research project. An extended project equivalent to a 15,000-word thesis is offered as an alternative to the internship. The professional research project encourages students to study intensively a topic agreed with a supervisor, and so develop skills and experience which can be applied in work placements or further graduate work. Students apply their knowledge from across the autumn and spring semesters to researching a topic on advertising and public relations, which may relate to their work experience. This course is comprised of intensive and regular meetings on a one-to-one (by appointment) basis with a project supervisor to discuss the progress of research, development and writing.

Prerequisites: MA Advertising and Public Relations students only

Aims and Objectives:

- For the supervisor to guide the student, as a junior research colleague, through the research, writing and production of an MA level professional research project of 15,000- words
- For the student to undertake independent/autonomous research on a professional topic which makes a valuable contribution to the field
- To develop professional skills and experience which can be applied in work placements or further graduate work

Programme Outcomes:

A, B, D, F, G, H:

- A. Demonstrate a deep and systematic understanding of key issues, themes and debates in Advertising and PR, while reflecting on their relationship to empirical evidence and to other relevant disciplines.
- B. Show critical and innovative responses to theories, methodologies and practices in Advertising and PR and their impact on the how the knowledge base is interpreted.
- D. Design and undertake substantial investigations addressing significant areas of practice in Advertising and PR, using selected and appropriate advanced approaches.
- F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes.
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication
- H. Demonstrate the ability for innovative and autonomous learning, normative and ethical reflection, self-evaluation and engagement with disciplinary benchmarks.

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- demonstrate professional research skills including the application of appropriate methodologies for locating, assessing and interpreting primary sources
- show professional writing skills
- display an critical and practical awareness of the ways in which advertising and PR can be used to meet specific objectives
- demonstrate a sophisticated critical awareness of ways of evaluating what can be achieved through the use of advertising and PR

Indicative Content:

- production of a professional research project equivalent to a 15,000 word Masters thesis.
- a report, containing professional materials suitably and evidencing:
 - intensive autonomous study of a topic agreed with a supervisor
 - primary professional work making a valuable contribution to the field
 - a coherent argument

- appropriate, critical use of secondary sources
- critical self-reflection

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Guided independent study. Initial classes would provide briefing and enable students to commence their own project work. They would thereafter discuss progress in tutorials.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Rountree, K. Writing by Degrees: A Practical Guide to Writing Theses and Research Papers. (Auckland: Longman Paul, 1996).

Turabian, K.L. A Manual for Writers of Term Papers, Theses, and Dissertations (Sixth Edition) (Chicago: University of Chicago Press, 1996[1937]).

Journals

Web Sites

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Change word lengths under Indicative Content and Assessment to be consistent with the existing word lengths under Course Description and Aims and Objective, and to reflect the additional requirements compared with APR7500, the Professional Research Project.		
Changed word limit to 15,000 words.		
Revision – annual update	May 2023	

Total hours updated	April 2024	