

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Communications & The Arts
<b>Programme:</b>	MA in Advertising and Public Relations
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Graduate Internship in MA in Advertising and Public Relations
<b>Course Code:</b>	APR 7902
<b>Total Hours:</b>	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits
<b>Course Description:</b>	<p>Students will complete at least 6 weeks of full time work or the equivalent part-time within an organization to enable participation in graduate level experiential learning and so develop hands-on skills and professional experience which will prepare students for work in the fields of advertising and public relations. Placements are supervised, career-related work experiences combined with reflective, academic study that help students 'learn by doing'. During the internship, the staff of the Internship Office and a faculty supervisor work closely with each student and the organization to ensure that the placement is a successful one.</p>

**Pre-requisite:** MA APR students only.

**Aims and Objectives:**

- To provide students with an opportunity to participate in graduate-level experiential learning
- To develop the hands-on skills needed for a particular professional environment
- To prepare students for work in the field of performing arts management and administration
- To reflect upon work experience and possible future career paths
- To consider the application of learned academic knowledge within a professional context
- To develop students' professional communication skills, including written and oral communication

**Programme Outcomes:**

By the end of this course successful students will be able to C, F, G:

- C. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of Advertising and/or PR to multiple contexts
- 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

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:**

- deploy the skills and experience required to work in the field of advertising and/or public relations.

**Indicative Content:**

- critical reflection on the internship experience
- the range of career pathways possible within the field of advertising and/or public relations
- hands-on skills within a specific sector of the field of advertising and/or public relations
- writing within a professional context
- verbal communication and presentation skills within a professional context
- how to approach the search for an internship

**Assessment:**

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

**Teaching Methodology:**

'Experiential Learning involves direct encounter with the phenomena or discipline being studied and the learning is achieved through reflection upon the everyday experiences' (Houle 1980). The Internship program utilizes these ideas and assists student with the process of self-learning support by a faculty supervisor. Faculty supervision will be in a combination of meetings, correspondence through email, and assessment of written work.

**Indicative Text(s):**

- Cottrell, S. (2003). *Skills for Success*. London: Palgrave
- Hooley, T. (2017) *You are Hired! Graduate Career Handbook: Maximise Your Employability and Get a Graduate Job*. British Library: Crimson Publishing
- Moon, J. (2006) *Learning Journals: A Handbook for Reflective Practice and Professional Development*. London: Routledge
- Morris, T. and Goldsworthy, S. (2012) *PR Today: The Authoritative Guide to Public Relations*. London: Palgrave pp 317-325

**Journals**

Steffes, J. S. (2004). 'Creative Powerful Learning Environments beyond the Classroom', in *Change* 34(3), pp 46-51.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Revision – annual update	May 2023	
Total Hours Updated	April 2024	