BA (Hons) Communications with Combined Studies

Programme Specification

2024-2025

Contents

1. INTRODUCTION

This document describes the **BA (Hons) Communications with Combined Studies** awarded by Richmond American University London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008).

The degree is delivered within the framework of a US Liberal Arts undergraduate degree programme. Typically, students take the programme over 3.5 to 4 years (approximately 10 courses per year, with summer courses allowing for accelerated progress in some cases). Each undergraduate credit is equivalent, approximately, to 1 classroom contact hour per 15-week semester. On this basis, students are required to earn a total of a minimum 120 US academic credit hours in order to complete their degrees. Of the courses in the programme, half are at the "lower-division" taken in the first two years of study and coded 3000-4999, and half are at the "upper division", taken in years three and four, and coded 5000-6999.

The degrees are also articulated in terms of UK Regulatory Frameworks, chiefly the *FHEQ* and the *Higher Education Credit Framework for England*. Each course has been assigned to an appropriate level on the *FHEQ*, based on the course's learning outcomes and assessment strategies (note that the courses comprising the first year of the 4-year US undergraduate degree are normally at QCF Level 3). US undergraduate credit can generally be translated to ECTS and UK CATS credits in the following manner: 1 US credit = 2 ECTS credits = 4 UK CATS credits. So, a US degree of 120 credits would translate as 240 ECTS credits and 480 UK CATS credits (with a minimum of 360 UK CATS credits at Levels 4-6 on the FHEQ).

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

2. OVERVIEW

Programme/award title(s)	BA (Hons) Communications with Combined Studies
Teaching Institution	Richmond American University in London
Awarding Institution	Richmond American University in London
Date of last validation	29 March 2022
Next revalidation	Spring 2027
Credit points for the award	120 US Credits 480 UK Credits at *FHEQ* Levels 3-6 (120 at Level 3; 120 at Level 4; 120 at Level 5; 120 at Level 6)
UCAS Code	University Code: R20 Advertising and Public Relations: NP52 Media Studies: P300
Programme start date	Fall 2022
Underpinning QAA subject benchmark(s)	QAA Benchmark Statement: Communications, Media, Film and Cultural Studies (2019)
Professional/statutory recognition	N/A
Language of Study	English
Duration of the programme for each mode of study (P/T, FT,DL)	FT
Dual accreditation (if applicable)	Middle States Commission on Higher Education (First accredited 1981; renewed 1996, 2006, 2016.) QAA – Higher Education Review (AP) 2017.
Date of production/revision of this specification	May 2023 (see chart at the end of this document for list of revisions)

3. ABOUT THE PROGRAMME

The **BA (Hons) Communications with Combined Studies** is distinctive in that it broadens the academic experience of the students as a consequence of Richmond's US Liberal Arts framework and General Education requirements, and deepens it as a result of the sequence of course requirements within the program. This balance between a core of requirements and a range of choices is a key characteristic of the US system of Liberal Arts undergraduate education which does not strive nor wish to replicate the British specialist orientation at the BA level. From this unique stance, the Richmond programme, launched in 1994, combines the best possible theory and practice from both sides of the Atlantic. Operating from a firm, theoretical interdisciplinary base, the degree provides an exploration of the central role and function of communications as a "maker of meaning" and as a social and political force, and seeks to achieve specific learning outcomes based on fundamental understanding of principles of message and audience, content and medium, form, style, documentation, dissemination and reproduction.

Communications is one of the fastest growing disciplines in undergraduate education. The unique structure of the Richmond degree programme allows the flexibility necessary to reflect this growth. The programme is constructed around a common core of courses (taken at the same time as General Education/Combined Studies courses) in the first and second years. These are followed by specialized third and fourth year courses, culminating in Senior Seminar I and II (theoretical final year courses) for which students complete an extensive, original research project using primary and secondary research resources and the Senior Project (practical final year course) during which their practical skills are put to the test working on a project for a real client from outside the university. This balance of theoretical and practical course offerings, with many faculty active practitioners in their field, achieves appropriate preparation for students going into relevant postgraduate study and/or related careers.

A further distinctive feature of the Richmond programme is that it is able to meet the wide ranging, specific needs of an international student body. To achieve this, the programme offers not only a strong core of major requirements but also a range of options from which students may choose depending on their particular interests and career plans. The core of the degree in Communications is investigation of the praxis of cultural production across a range of media and creative enterprises and inquiry into the impact of national, ethnic and cultural grounding on concepts and practice of human expression. Optional courses reflect student interests in the specialized areas of PR and Corporate Communication, Media Studies and Media Production, as well as additional options in artistic expression through studio art or performance, the medium of computer graphics or journalism. Thus, students may choose from a variety of specialized studies those which most closely match their talents and interests.

Additionally, the degree program is unique in its intercultural and multicultural focus. Students interact with and gain understanding from other students from over 100 nations, in which no single national group predominates, bringing a knowledge and awareness of the "global village" and its implications on world communication systems and processes.

Focusing on critical issues such as globalisation, developing technologies and the growing interdependence of different cultures, Communications students at Richmond participate in a substantive study of new communications research from multicultural frameworks. In keeping with the international mission of this liberal arts university, students are guided towards developing critical thinking and engagement with analysis of the mass media and enquiry regarding culture, race and gender differences.

New technology has transformed the world. It is changing the way we work so rapidly that we run the risk of what we learn today becoming obsolete by tomorrow. It is bringing ideas and people closer together, yet it is only those that achieve a true understanding of the subtleties of intercultural communication who will benefit from the potential that science offers us. The Richmond degree in Communications is a progressive and dynamic program which owes much of its success to constantly updated technology-based courses. The discipline's practice includes videography, scriptwriting, TV production writing, graphics, photography, and computer-aided communication such as multimedia design, and writing for the Internet and world-wide web. Throughout the degree, students are encouraged to work independently and in teams on creative, technology based products which reflect and build on their theoretical knowledge and on their developing practical skills. In this they have the opportunity to exploit the multi-media resources on offer at the university. These practical courses give students the opportunity to focus on a specific career path before they graduate.

Study in communications at Richmond prepares students in the areas of adaptive competence, critical thinking, aesthetic sensibility, professional identity and ethics, and leadership capability – all areas that are necessary for success in today's world. Thus the Richmond **BA (Hons) Communications with Combined Studies** degree, with its unique intercultural focus, enables students to respond appropriately and effectively to a rapidly changing world and to master the skills necessary for success in the 21st century.

4. MISSION

The **BA (Hons) Communications with Combined Studies** degree prepares students to work within the technologically driven, global, communication revolution of the 21st Century, and helps students develop as leaders in their careers and communities. The programme provides an interdisciplinary, multimedia approach to the study of Communication, and through its core courses and special programs develops an intercultural and global awareness within the framework of the liberal arts tradition.

5. PROGRAMME STRUCTURE

BA (Hons) Communications with Combined Studies degree.

A normal course load per academic year is 30 US credits, equivalent to 120 UK credits. Students complete 120 UK credits at Level 6 in the major.

Please note that students must complete all Liberal Arts requirements AND a minimum of 120 credits at each FHEQ level. The Liberal Arts programme offers more choice amongst levels, so students and advisors must ensure that both Liberal Arts requirements and overall level requirements are satisfied.

Black = Major requirements
Blue = General Education Liberal Arts Core requirements
Green = Electives/Gen Ed Electives

Advertising and Public Relations pathway

Table 1: Lower-Division / Levels 3 and 4 Degree Requirements

LOWER-DIVISION REQUIREMENTS			
RQF Level 3		**US CREDITS**	**UK CREDITS**
Minimum Required courses			
COM 3100	Foundations of Mass Media & Communications	3	12
MGT 3200	Foundations of Business	3	12
GEP 3105	Tools for Change	3	12
GEP 3180	Research and Writing I	3	12
Plus one of the following:		**3**	**12**
SCL 3100	Foundations of Sociology		
COM 3101	Foundations of Media Production: Sonic Media		
Plus one of the following:		**3**	**12**
GEP 3150	Visual Thinking		
GEP 3170	Narratives of Change		
Plus one of the following:		**3**	**12**
ENV 3XXX	Any RQF Level 3 ENV course		
XXX 3XXX	RQF Level 3 Elective (only if satisfying ENV requirement at FHEQ Level 4)		
Plus:			
XXX 3XXX	RQF Level 3 Elective	3	12
XXX 3XXX	RQF Level 3 Elective	3	12
XXX 3XXX	RQF Level 3 Elective	3	12
QCF Level 3 CREDIT TOTALS		**30**	**120**

FHEQ Level 4		**US CREDITS**	**UK CREDITS**
Minimum Required courses			
COM 4110	Introduction to PR Practice	3	12
COM 4400	Introduction to Advertising Practice	3	12

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COM 4405	Advertising, PR and the Media	3	12
JRN 4200	Introduction to Writing for the Media	3	12
GEP 4180	Research and Writing II	3	12
GEP 4105	Change in Practice	3	12
DGT 4120	Data Analysis for Social Change	3	12
Plus one of the following:		**3**	**12**
AVC 4205	Introduction to Visual Culture		
COM 4100	Intercultural Communications		
COM 4115	Digital Society		
FLM 4210	Intro to Filmmaking		
Plus one of the following:			
ENV 4XXX	Any FHEQ Level 4 ENV course	3	12
XXX 4XXX	FHEQ Level 4 Elective (only if satisfying ENV requirement at RQF Level 3)	3	12
Plus:			
XXX 4XXX	FHEQ Level 4 Elective	3	12
FHEQ Level 4 CREDIT TOTALS		**30**	**120**

Table 2: Upper-Division / Levels 5 and 6 Requirements

FHEQ Level 5		US CREDITS	UK CREDITS
Minimum Required courses			
COM 5130	Principles of Advertising and PR	3	12
COM 5200	Mass Communications and Society	3	12
COM 5220	Communications for PR and Advertising	3	12
MKT 5200	Principles of Marketing	3	12
SCL 5200	Social Research	3	12
Plus one of the following:		**3**	**12**
ADM 5200	Video Production		
COM 5205	Cultural Theory		
COM 5230	Creating Digital Images		
COM 5102	Celebrity, Fan Cultures, and the Media		
MKT 5410	Psychology of Fashion and Luxury Goods		
MKT 5205	Consumer Behaviour		
Plus one of the following:		**3**	**12**
GEP 5101	**Service Learning: Digital Collaboration**		
GEP 5102	**Service Learning: Leadership in a Changing World**		
GEP 5103	**Service Learning: Environment and Society**		
GEP 5104	**Service Learning: Global Citizenship and Migration**		

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Plus:			
XXX 5XXX	FHEQ Level 5 Elective	3	12
XXX 5XXX	FHEQ Level 5 Elective	3	12
XXX 5XXX	FHEQ Level 5 Elective	3	12
FHEQ Level 5 Credit Totals		**30**	**120**

FHEQ Level 6		US CREDITS	UK CREDITS
Required courses			
COM 6296	Senior Seminar 1	3	12
COM 6297	Senior Seminar 2	3	12
COM 6101	New Media	4	16
COM 6102	Advertising and PR Campaigns	4	16
COM 6110	Senior Project	4	16
JRN 6101	Media Ethics and Law	4	16
Plus one of the following:		**4**	**16**
ADM 6102	Web Design		
COM 6902	Internship in COM		
COM 6901	World Internship in COM		
FLM 6103	International Cinema		
FLM 6101	Advanced Digital Video		
HST 6105	Propaganda: History & Image		
MKT 6101	Digital Marketing and Social Media		
Plus:			
XXX 6XXX	FHEQ Level 6 Elective	4	16
FHEQ Level 6 Credit Totals		**30**	**120**

Media Studies Pathway

Table 1: Lower-Division / Levels 3 and 4 Degree Requirements

LOWER-DIVISION REQUIREMENTS			
RQF Level 3		US CREDITS	UK CREDITS
Minimum Required courses			
COM 3100	Foundations of Mass Media and Communications	3	12
SCL 3100	Foundations of Sociology	3	12
GEP 3105	Tools for Change	3	12
GEP 3180	Research and Writing I	3	12
Plus one of the following:		**3**	**12**
ADM 3160	Foundations of Photography		

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COM 3101	Foundations of Media Production: Sonic Media		
Plus one of the following:		**3**	**12**
GEP 3150	Visual Thinking		
GEP 3170	Narratives of Change		
Plus one of the following:		**3**	**12**
ENV 3XXX	Any RQF Level 3 ENV course		
XXX 3XXX	RQF Level 3 Elective (only if satisfying ENV requirement at FHEQ Level 4)		
Plus:			
XXX 3XXX	RQF Level 3 Elective	3	12
XXX 3XXX	RQF Level 3 Elective	3	12
XXX 3XXX	RQF Level 3 Elective	3	12
QCF Level 3 CREDIT TOTALS		**30**	**120**

FHEQ Level 4		US CREDITS	UK CREDITS
Minimum Required courses			
AVC 4205	Introduction to Visual Culture	3	12
COM 4100	Introduction to Intercultural Communications	3	12
COM 4115	Digital Society	3	12
GEP 4180	Research and Writing II	3	12
GEP 4105	Change in Practice	3	12
DGT 4120	Data Analysis for Social Change	3	12
Plus two of the following:		**6**	**24**
COM 4400	Intro to Advertising Practice		
COM 4405	Advertising, PR, and the Media		
FLM 4210	Introduction to Filmmaking		
FLM 4205	Film in the Americas		
HST 4405	History of Fashion		
JRN 4200	Introduction to Writing for the Media		
Plus one of the following:		**3**	**12**
ENV 4XXX	Any FHEQ Level 4 ENV course		
XXX 4XXX	FHEQ Level 4 Elective (only if satisfying ENV requirement at RQF Level 3)		
Plus:			
XXX 4XXX	FHEQ Level 4 Elective	3	12
FHEQ Level 4 CREDIT TOTALS		**30**	**120**

Table 2: Upper-Division / Levels 5 and 6 Requirements

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FHEQ Level 5	US CREDITS	UK CREDITS
Minimum Required courses		
ADM 5200 Video Production	3	12
COM 5200 Mass Communications and Society	3	12
COM 5205 Cultural Theory	3	12
COM 5215 Political Communications	3	12
SCL 5200 Social Research	3	12
Plus one of the following:	**3**	**12**
AMS 5400 American TV Drama		
COM 5230 Creating Digital Images		
COM 5102 Celebrity, Fan Cultures, and the Media		
FLM 5200 Mainstream Cinema: Studies in Genre		
FLM 5410 Gender in Film		
Plus one of the following:	**3**	**12**
GEP 5101 Service Learning: Digital Collaboration		
GEP 5102 Service Learning: Leadership in a Changing World		
GEP 5103 Service Learning: Environment and Society		
GEP 5104 Service Learning: Global Citizenship and Migration		
Plus:		
XXX 5XXX FHEQ Level 5 Elective	3	12
XXX 5XXX FHEQ Level 5 Elective	3	12
XXX 5XXX FHEQ Level 5 Elective	3	12
FHEQ Level 5 Credit Totals	30	120

FHEQ Level 6	US CREDITS	UK CREDITS
Required courses		
ADM 6101 Photojournalism	4	16
COM 6296 Senior Seminar 1	3	12
COM 6297 Senior Seminar 2	3	12
COM 6101 New Media	4	16
COM 6391 Senior Project	4	16
JRN 6101 Media Ethics and Law	4	16
Plus one of the following:	**4**	**16**
COM 6102 Advertising & PR Campaigns		
COM 6902 Internship in COM		
COM 6901 World Internship in COM		
FLM 6103 International Cinema		
HST 6105 Propaganda: History & Image		

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MKT 6101	Digital Marketing & Social Media		
Plus:			
XXX 6XXX	FHEQ Level 6 Elective	4	16
FHEQ Level 6 Credit Totals		30	120

6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

KEY PROGRAMME OUTCOMES

Upon completing the **BA (Hons) Communications with Combined** Studies students should have:

A. An understanding of communication and the media and the role they play in different societies.

B. An understanding of production processes and professional practices relevant to media and communicative industries.
C. The ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated.

D. Skills which will translate into the workplace.

Knowledge and Understanding (A)
LEVEL 3
A3(i) An understanding of the history of communication and major media technologies, and a recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change.

LEVEL 4
A4(i) A broad comparative understanding of the roles that media and/or cultural institutions play in different societies.
A4(ii) A broad understanding of the roles of cultural practices and cultural institutions in society.
A4(iii) A broad understanding of particular media forms and genres, and the way in which they organise understandings, meanings and affects.

LEVEL 5
A5(i) A detailed understanding of the ways in which different social groups may make use of cultural texts and products in the construction of social and cultural realities, cultural maps and frames of reference.
A5(ii) A detailed understanding of the historical development of practices of cultural consumption (including subcultural forms and everyday lived practices).

A5(iii) Engage critically with major thinkers, debates and intellectual paradigms within the subject area and put them to productive use.

LEVEL6
A6(i) A systematic understanding of the historical evolution of particular genres, aesthetic traditions and forms, and of their current characteristics and possible future developments.
A6(ii) A systematic understanding of the history of communication and media technologies, and a recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change.
A6(iii) A systematic understanding of new and emergent media forms and their relation both to their social context and to earlier forms.
A6(iv) A systematic understanding of the interconnectedness of texts and contexts, and of the shifting configurations of communicative, cultural and aesthetic practices and systems.

Cognitive Skills (B)

LEVEL 3
B3(i) An understanding of the processes linking production, distribution, circulation and consumption.

LEVEL 4
B4(i) A broad understanding of the relationship between discourse, culture and identity.
B4(ii) A broad insight into the cultural, economic and social ways in which aesthetic judgements and decision making processes are constructed in alternative and corporate media and a demonstrated capacity to work within such constraints.
B4(iii) A broad understanding of the narrative processes, generic forms and modes of representation at work in media and cultural texts while also demonstrating the ability to produce work which effectively manipulates sound, image and/or the written word.

LEVEL 5
B5(i) A detailed awareness of how media products might be understood and consumed within broader concepts of culture and knowledge of how to effectively produce these products showing capability in operational aspects of media production technologies, systems, techniques and professional practices.
B5(ii) A detailed understanding of the ways in which forms of media and cultural consumption are embedded in everyday life, and serve as ways of claiming and understanding identities.
B5(iii) A detailed understanding of the relationship between discourse, culture and identity.

LEVEL 6
B6(i) A systematic understanding and application of key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship.
B6(ii) A systematic insight into the cultural and social ways in which aesthetic judgements are constructed and aesthetic processes experienced.

B6(iii) A systematic understanding of the ways in which people engage with cultural texts and practices and make meaning from them.

B6(iv) A systematic understanding of the relationship between discourse, culture and identity.

Practical and/or professional skills (C)

LEVEL 3

C3(i) Demonstrates the ability to gather, organise and deploy ideas and information in order to communication arguments effectively in written, oral or other forms, with an understanding of appropriate methods.

LEVEL 4

C4(i) Demonstrates the ability to gather, organise and deploy ideas and information in order to evaluate their strengths and weaknesses, and express them effectively in written, oral or other forms.

C4(ii) Demonstrates a broad understanding of quantitative and/or qualitative research methods.

C4(iii) Demonstrates an ability to judge the reliability of sources, and begins to identify the strengths and weaknesses of concepts and theoretical frameworks.

LEVEL 5

C5(i) Demonstrates the ability to formulate and synthesize arguments cogently, retrieve and generate information, and select appropriate criteria to evaluate sources, with a detailed understanding of quantitative and/or qualitative methods.

C5(ii) Delivers work with limited supervision to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.

C5(iii) Exercises a degree of independent and informed critical judgement in analysis.

LEVEL 6

C6(i) Demonstrates the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms.

C6(ii) Demonstrates the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated.

C6(iii) Demonstrates the ability to produce detailed analyses of competing perspectives and concepts, to make comparisons and connections and to identify the possibility of new concepts.

C6(iv) Demonstrates the ability to provide critically appraisals of some of the widespread common sense understandings and misunderstandings of the subject area, and the debates and disagreements to which these give rise.

Key Skills (D)

LEVEL 3

D3(i) Demonstrates an awareness of views other than their own and adapts behaviour to meet obligations in personal and/or group outcomes and/or outputs.

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LEVEL 4

D4(i) Acts with limited autonomy under direction or supervision and engages in evaluation of own work and capabilities and outputs in key areas.

D4(ii) Demonstrates broad skills that are relevant to the workplace, including the ability to work productively in a group or team, and to recognise factors that affect performance, including changing contexts, audiences and degrees of complexity.

D4(iii) Demonstrates the ability to use a range of information communication technology (ICT) skills to perform tasks.

LEVEL 5

D5(i) Demonstrates well-developed skills that will translate into the workplace, including the ability to work effectively within a group or team, to engage in self-reflection, and to adapt own actions and interpersonal communication skills to changing contexts, audiences and degrees of complexity.

D5(ii) Delivers work with limited direction or supervision, demonstrating the capacity to consider and evaluate their own work using justifiable criteria.

D5(iii) Demonstrates the ability to adapt to complex and non-routine performance tasks using information communication technology (ICT).

LEVEL 6

D6(i) Demonstrates the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions.

D6(ii) Demonstrates personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication.

D6(iii) Demonstrates flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate.

D6(iv) Demonstrates the ability to flexibly locate their own normative views and cultural commitments within the practice of research, with a level of autonomy.

7. TEACHING, LEARNING, AND ASSESSMENT
Teaching Strategy

The teaching and learning strategy adopted within the BA (Hons) Communications with Combined Studies degree is based on the understanding that all students will be treated as active learners. Clearly, the precise approach will vary from course to course, depending on the learning outcomes relevant to each class.

The generic components of our teaching and learning strategy normally involves a variety of approaches and include delivering many of the following:
- Regular use of formal lecture sessions in all courses.
- Occasional workshops and seminars in some courses.
- Regular use of individual and/or team-based projects in all courses.

- Regular use of self-directed and directed reading in all courses.
- Peer-tutoring led by advanced students in many courses.
- Use of audio-visual and library resources in some courses.
- Regular use of tutor- and student-led discussion groups via e-learning platforms such as PowerCAMPUS (or Blackboard) in many courses.

The combination of teaching and learning approaches mentioned above develops our students' knowledge, thinking skills and practical skills.

Their knowledge is acquired through
- Structured lectures and supporting materials
- Directed reading and use of internet materials
- Independent research

Their cognitive skills are developed through
- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn

Their practical skills are gained through
- Application of theory to practices encountered during internships
- Using information technology to retrieve and manipulate data
- Negotiating by means of team-based projects

Their key skills are gained through
- Employing and using appropriate linguistic skills
- Independent learning

Assessment Strategy

The assessment strategies we use with our BA (Hons) Communications with Combined Studies degree speak directly to how we anticipate progression with student learning to take place.

In terms of following up with the assessment of student learning and consistent with US liberal arts traditions, our classes rely on the system of continuous assessment on a course-by-course basis and throughout any given semester. This approach often involves the use of term-papers, portfolios of work, quizzes, mid-semester and final exams as well as student presentations and general class discussion. Not every component applies to every course, but most do relate to many of the classes that are offered. Many of our courses involve a site visit or require attendance at a public lecture as well. Students generally find these events to be extremely valuable to their learning.

Most of the courses will follow the University Assessment Norms, however some may follow specialised norms, as listed in each CSD. See the Assessment Norm Policy for full details: https://www.richmond.ac.uk/university-policies/

Each senior will end their programme with a dissertation which will normally have 8,000-10,000 words.

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ENTRY REQUIREMENTS

Admissions

Details of the entry requirements, including English language requirements, may be found at the appropriate page of the University website listed below, where a comprehensive Admissions Policy and Summary of Practice document is also published.

https://www.richmond.ac.uk/undergraduate-admissions/

Transfer Credit

Prospective students with specific levels of subject achievement in Advanced Placement Tests, GCE, A Levels and some other UK and international qualifications may enter with Advanced Credit and be given exemption from certain courses of the programme. Please see the Transfer Credit Policy Undergraduate for details.

EXIT AWARD REQUIREMENTS

An exit award is defined as a lower award than one for which the student is registered. Such an award may be conferred if a student completes part, but not all, of the requirements of the programme for which he or she is registered. Students may not enter the university registered for an exit award.

Associate of Arts Degree in General Studies (US)
The US Associate of Arts (AA) degree can be awarded as an exit degree for those students completing the following minimum requirements.

30 US / 120 UK credits at RQF Level 3
30 US / 120 UK credits at FHEQ Level 4

Of the total number of credits required for the AA degree, 30 US/120 UK credits must be completed at Richmond.   Students must obtain a minimum cumulative GPA of 2.0 and a major of 2.0 in order to qualify for this degree. Latin Honours are not applied to the AA Degree.

The requirements for the AA degree are outlined in Table 1 above. All Level 3 and 4 Major and General Education Liberal Arts Core Requirements must be completed.

Certificate of Higher Education in Communications (UK)

The UK Certificate of Higher Education (CertHE) can be broadly aligned with the US Associate of Arts Degree, but the CertHE does not require the completion of 30 US/120 credits at RQF Level 3. Students who qualify for the AA degree will automatically qualify for the CertHE. But students may qualify for a CertHE without fulfilling the requirements for a

US AA degree if they have not completed all of the RQF Level 3 requirements necessary to obtain the AA.

The UK CertHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4
- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK CertHE, 15 US/60 UK credits must be completed at Richmond.

The requirements for the UK CertHE are outlined in the section of Table 1 pertaining to FHEQ Level 4 requirements. All Level 4 Major and General Education Liberal Arts Core Requirements must be completed.

Diploma of Higher Education in Communications

The UK Diploma of Higher Education (DipHE) has no US equivalent. The UK DipHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4
120 credits at FHEQ Level 5
- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK DipHE, 15 US/60 UK Level 4 credits and 15 US/60 UK Level 5 credits must be completed at the University.

The requirements for the UK DipHE are outlined in the sections of Table 1 and Table 2 above pertaining to FHEQ Level 4 and FHEQ Level 5 requirements. All Level 4 Major and General Education Liberal Arts Core Requirements must be completed. Level 6 courses can be "dipped-down" to fulfil missing Level 5 credits.

Students may not be awarded more than one UK exit award and the University Examination Board will recommend the most relevant one for the individual student circumstance.

STUDENT SUPPORT AND GUIDANCE
There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of programmes and services that positively impact learning as well as the total student life experience.

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All students have an allocated full-time faculty member who acts as their Academic Adviser. Academic Advisers have on-going responsibility for students' academic progress, meeting with each student at least once per semester. Programme Directors assist students with registration, enabling smooth progression through the degree. They also advise on career opportunities and provide pastoral support in many cases.

A range of Math's, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room.

The University operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counselling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department.

PLACEMENT

The Internship Office the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional, but students who choose to take up a placement receive academic credit for their placement and associated academic work (see level 6 options).

Expectations with regard to careers education, information, advice and guidance (as outlined in the section on Enabling Student Achievement in *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series.

In addition to these services, the alumni office offers networking opportunties where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook.

STUDY ABROAD

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. With 40 partnerships spread over five continents, students are able to select from a wide range of partners. All courses taken elsewhere must be pre-approved by Registry Services.

REGULATORY FRAMEWORK

The BA (Hons) Communications with Combined Studies degree is operated under the policy and regulatory frameworks of Richmond American University in London, the Middle States Commission on Higher Education, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:
- QAA (2018). The Revised UK Quality Code for Higher Education. (www.qaa.ac.uk)
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2016). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).
- Middle States Commission on Higher Education. Standards for Accreditation and Requirements of Affiliation. 2014: Thirteenth Edition; Rev. Ed. 2015.

Ensuring and Enhancing the Quality of the Programme

The **BA (Hons) Communications with Combined Studies** degree features detailed published educational objectives that are consistent with the mission of the institution. All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by the faculty as a group.

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External Examiners
- Internal Moderation
- Student representation
- Curricular change approval process
- Annual Programme Monitoring and Assessment
- Formal Programme Review, every 5 years
- Course evaluation
- Student satisfaction surveys and the NSS
- Feedback from employers

BA (Hons) Communications with Combined Studies is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both US (the Middle States Commission on Higher Education) and UK (QAA) reviews. The University is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and a Higher Education Review (AP) in 2017.

LIBRARY RESOURCES
Books

Faculty and Students are encouraged to help in the purchase of library resources and submit requests for new purchases relating to and supporting their subject areas and research. Details of selected new acquisitions are publicized on the library subject pages and online catalogue.

The library also purchases academic ebooks to support students required reading, as well as cataloguing open access resources. These books are made available through the library catalogue.

Every year, the library collection is reviewed and non-relevant or out of date stock is withdrawn. Analysis of loans compared to purchases and new publications within core subject areas are used to drive additional purchases to make sure that the collection remains relevant and current.

Journals

At present the Library subscribes directly to approximately 30 periodical titles. Where electronic access is provided with a subscription this has been made available through the library's online Publications Finder.

In consultation with faculty the Library regularly reviews its periodical subscriptions, ensuring relevant coverage is provided as the curriculum changes.

Online journal databases

Full text e-journal services include access to Ebsco's: Academic Search Premier, Art Full Text, Business Source Premier, Communication and Mass Media Complete, Education Full Text, International Bibliography of Theatre & Dance, International Security & Counter Terrorism Reference Center , SPORTDiscus and PsycArticles; WARC and JSTOR. These provide access to around 42,000 titles, as well as business and market data and case studies.

In addition, students are directed to a multitude of other online databases which they can search for citations including Google scholar and subject specific internet gateways.

In all cases where the full text is neither in the library's subscription resources nor available online the Library provides free inter-library loans to students and faculty using the services of the British Library (BL On Demand).

Access to the e-journal databases can be found on the Library portal.

Other online resources

Other online resources include the Proquest: Global Newsstream. This is used to access 4,000 titles, mainly national and international newspapers but also to related newswires and monitoring servces. We also have a subscription to FT Education which provides on-line and mobile access to the newspaper archive as well as a wide range of digital and multi-media features, in-depth reports on a wide range of business and political topics and a digital learning tool that allows students and faculty to annotate and share articles. Additionally, the Statista platform provides easy access to over 1,900,000 statistics on a wide range of business & social topics from over 22,500 sources as well as industry reports, research dossiers and market outlooks. A subscription to Mintel Academic provides access to market research data and expertise across the retail, media and financial services sectors in the UK as well as global trends and consumer behaviour analysis.

There are pages of subject related resources on the library's portal which aim to guide students to quality internet material as well as the most relevant subscription resources.

Scanning/Digitising

Under CLA licence the library provides online access to scanned materials from the library print collection to faculty. These can then be accessed by students on a particular course of study through the member of faculty's Blackboard pages.

Library Instruction

Students are encouraged to complete a library induction session online and visit the library during Orientation. Under the Liberal Arts Core, professional librarians teach information literacy and research skills to students as an integral part of GEP 3105 Tools for Change, GEP 4105 Social Change in Practice, GEP 3180 Research & Writing I and GEP 4180 Research & Writing II courses. In addition, further sessions on subject specific resources, tailored to individual assignments as required, are offered on Upper Division courses. Students can also receive individual, tailored help with resources, research skills and referencing on a one-to-one basis either in person or online throughout their studies.

APPENDIX 1 Curriculum Map

L3: Ad & PR:

LEVEL 3	COM 3100 Foundations of Mass Media & Communications	MGT 3200 Foundations of Business	SCL 3100 Foundations of Sociology	COM 3101 Foundations of Media Production: Sonic Media
A3(i)	X		X	
B3(i)	X	X	X	X
C3(i)	X	X	X	X
D3(i)	X	X	X	

L3: Media Studies:

LEVEL 3	COM 3100 Foundations of Mass Media & Communications	SCL 3100 Foundations of Sociology	ADM 3160 Foundations in Photography	COM 3101 Foundations of Media Production: Sonic Media
A3(i)	X	X		
B3(i)	X	X	X	X
C3(i)	X	X	X	X
D3(i)	X	X	X	

L4: Advertising & PR:

LEVEL 4	COM 4110 Intro to PR Practice	COM 4400 Intro to Ad PR	COM 4405 Ad, PR, and Media	JRN 4200 Intro to Writing for the Media	DGT 4120 Data Analysis for Social Media	AVC 4205 Intro to Visual Culture	COM 4100 Intro to Intercultural Communications	COM 4115 Digital Society	FLM 4210 Introduction to Filmmaking
A4(i)			X	X		X			
A4(ii)	X	X	X		X	X	X	X	
A4(iii)	X	X	X	X		X			X
B4(i)				X			X		
B4(ii)	X	X	X			X			
B4(iii)	X	X			X			X	X
C4(i)	X	X	X	X		X	X	X	X
C4(ii)					X				
C4(iii)	X	X	X	X	X	X		X	
D4(i)	X	X		X		X		X	X
D4 (ii)	X	X			X		X		
D4 (iii)	X	X	X	X	X	X	X	X	X

L4: Media Studies:

LEVEL 4	AVC 4205 Intro to Visual Culture	COM 4100 Intro to Intercultural Communications	COM 4115 Digital Society	DGT 4120 Data Analysis	COM 4400 Intro to Ad PR	COM 4405 Ad, PR, and Media	FLM 4210 Introduction to Filmmaking	FLM 4205 Film in the Americas	HST 4405 History of Fashion	JRN 4200 Intro to Writing for the Media
A4(i)	X					X		X		X
A4(ii)	X	X	X	X	X	X			X	
A4(iii)	X		X		X	X	X	X		X
B4(i)		X						X		X
B4(ii)	X				X	X		X	X	

B4(iii)					X		X		X			
C4(i)	X	X		X			X	X	X	X	X	X
C4(ii)					X							
C4(iii)	X			X	X		X	X		X	X	X
D4(i)				X			X		X	X	X	
D4(ii)		X			x		X				X	
D4(iii)	X	X		X	x		X	X	X			X

L5: Advertising & PR:

Level 5	COM 5130 Principles of Ad & PR	COM 5200	COM 5220 Com for PR & Ad	MKT 5200 Principles of Marketing	SCL 5200 Social Research		ADM 5200 Video Production	COM 5205 Cultural Theory	COM 5230 Creating Digital Images	COM 5102 Celebrity, Fan Cultures, and the Media	MKT 5410 Psychology of Fashion & Luxury Goods	MKT 5205 Consumer Behaviour
A5(i)	X		X				X		X	X		
A5(ii)	X	X			X			X				
A5(iii)		X		X	X		X	X	X	X	X	X
A5(iv)							X					
A5(v)												
A5(vi)												
B5(i)	X			X	X				X		X	X
B5(ii)	X	X						X				
B5(iii)			X		X			X				
B5 (iv)												

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B5 (v)											
C5(i)	X	X		X	X			X		X	X	X
C5(ii)			X	X	X		X	X			X	X
C5(iii)	X	X	X		X		X		X			
D5(i)	X			X	X		X		X		X	X
D5(ii)	X			X	X		X	X		X	X	X
D5(iii)		X			X		X		X			

L5: Media Studies:

Level 5	ADM 5200 Video Production	COM 5200	COM 5205 Cultural Theory	COM 5215 Political Communications	SCL 5200 Social Research		AMS 5400 American Television Drama	COM 5230 Creating Digital Images	COM 5XXX Celebrity, Fan Cultures, and the Media	FLM 5200 Mainstream Cinema	FLM 5410 Gender in Film
A5(i)	X			X			X	X	X		X
A5(ii)		X	X		X		X				X
A5(iii)	X	X	X		X			X	X	X	
A5(iv)										X	
A5(v)											
A5(vi)											
B5(i)	X				X			X			
B5(ii)		X	X	X			X				X
B5(iii)			X		X		X			X	X
B5 (iv)											
B5 (v)											

C5(i)		X	X			X					X	X		
C5(ii)	X		X	X		X								
C5(iii)	X	X				X								X
D5(i)	X			X		X		X	X					X
D5(ii)	X		X	X		X		X	X	X	X			
D5(iii)	X	X				X								

L6: Advertising & PR:

Level 6	COM 6296 Senior Seminar I	COM 6297 Senior Seminar II	COM 6101 New Media	COM 6102 Ad & PR Campaigns	COM 6391 Senior Project	JRN 6101 Media Ethics & the Law		ADM 6102 Web Design	COM 6902 Internship	COM 6901 World Internship	FLM 6103 International Cinema	FLM 6101 Advanced Digital Video	HST 6105 Propaganda: History & Image	MKT 6101 Digital Marketing & Social Media
A6(i)			X			X		X			X		X	
A6(ii)			X	X				X				X		
A6(iii)			X	X				X						X
A6(iv)	X	X				X		X	X	X			X	
B6(i)					X			X						X
B6(ii)				X	X			X			X			
B6(iii)	X	X	X	X				X	X	X	X	X	X	
B6(iv)	X	X						X	X	X				
B6 (v)									X	X				
C6(i)	X	X		X	X	X			X	X	X	X	X	X
C6(ii)	X	X			X			X	X	X	X	X	X	X
C6(iii)	X	X		X				X	X	X	X	X	X	X
C6(iv)			X			X		X	X	X				
D6(i)	X	X		X		X		X	X	X	X	X	X	X

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D6(ii)	X	X	X	X	X	X		X	X	X	X	X	X
D6(iii)			X	X	X			X				X		X
D6(iv)	X	X						X	X	X			

L6: Media Studies:

Level 6	ADM 6101 Photojournalism	COM 6296 Senior Seminar I	COM 6297 Senior Seminar II	COM 6101 New Media	COM 6391 Senior Project	JRN 6101 Media Ethics & the Law		COM 6102 Ad & PR Campaigns	COM 6902 Internship	COM 6901 World Internship	FLM 6103 International Cinema	HST 6105 Propaganda: History & Image	MKT 6101 Digital Marketing & Social Media
A6(i)				X		X					X	X	
A6(ii)				X				X					
A6(iii)	X			X				X					X
A6(iv)	X	X	X			X			X	X		X	
B6(i)	X				X								X
B6(ii)	X				X			X			X		
B6(iii)		X	X	X				X	X	X	X	X	
B6(iv)		X	X						X	X			
B6 (v)									X	X			
C6(i)		X	X		X	X		X	X	X	X	X	X
C6(ii)	X	X	X		X				X	X	X	X	X
C6(iii)		X	X					X	X	X	X	X	X
C6(iv)				X		X			X	X			
D6(i)	X	X	X			X		X	X	X	X	X	X
D6(ii)	X	X	X	X	X	X		X	X	X	X	X	X
D6(iii)	X			X	X			X					X
D6(iv)		X	X						X	X			

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Faculty may access the KILO map: KILO KPO Tables

Programme Specification Publication Dates

Document publication date	July 2007
Revision 1	February 2008
Revision 2	January 2009
Revision 3	May 2010
Revision 4	February 2012
Revision 5 (substantive revision, including *FHEQ* and credit mapping)	June 2012
Revision 6	June 2013
Revision 7	May 2014
Revision 8	May 2015
Revision 9	April 2016
Revision 10	April 2017
Revision 11	May 2017
Revision 12	May 2019
Revision 13	May 2020
Revision 14	May 2021
Revision 15	December 2021
Revision 16	July 2022
Revision 17	May/June 2023
Revision 18	March 2024