

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	BA Advertising and Public Relations
FHEQ Level:	6
Course Title:	Internship in Advertising and Public Relations
Course Code:	ADPR 6401
Total Hours:	230
Timetabled Hours:	0
Guided Learning Hours:	6
Independent Learning Hours:	224 with a minimum of 210 practice hours (equivalent to 6 weeks full-time on a 35-hour working week, or 15 weeks part-time on a 2 day working week)
Credit	32 UK CATS credits 16 ECTS credits 8 US credits

Course Description:

The internship is a work placement within an organisation related to the world of advertising, PR, and related fields. It provides students with an experiential learning opportunity in which to develop intellectual, professional, and personal skills and prepares students to function effectively in culturally diverse working environments across key advertising, PR, and related sectors. Internships are supervised by faculty and each student will also complete a series of learning activities throughout the internship. These activities are designed to help students reflect on personal development and key skills attained, the benefits gained from the internship experience, and to shape and determine goals for future career pathways.

Prerequisites:

Completion of 60 credits and a 3.0 GPA

Aims and Objectives:

Aim: the internship offers students an experiential learning opportunity to develop industry-specific skills in a work environment of associated with the advertising, PR, and related sectors.

Objectives:

- To develop skills needed for a particular advertising, PR, and related work environments.
- To reflect upon work experience and possible future career paths
- To consider the application of learned academic and practical knowledge within a professional context.
- To develop students' professional communication skills.

Programme Outcomes:

A6II; C6III; D6I; D6II; D6III

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found 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 the ability to develop critical responses to, and a systematic understanding of methodological approaches taken in advertising, PR, and related workplaces.
- Demonstrate the ability to formulate, synthesise and effectively articulate arguments potentially incorporating competing perspectives, concepts and evidence in a range of formats and media including in professional and interpersonal contexts.
- Demonstrate 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.
- Demonstrate autonomy in taking personal responsibility for ethical and sustainable practices in the discipline and in locating their own normative views and cultural commitments within the practice of research and workplaces.
- Demonstrate entrepreneurial education in the form of skills and practices that translate directly into employment, ideally in the form of work that contributes to a portfolio.

Indicative Content:

- Critical reflection on the internship experience.
- Exploration of the range of career pathways possible within the fields of advertising, PR, and related sectors.
- Hands-on skills within a specific sector of the field of advertising, pr, and related workplaces.
- Communicating within a professional context.

Assessment:

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

Teaching Methodology:

Experiential learning and education can take many forms, and specific applications include action learning, problem-based learning, and team-based learning” (Wurdinger & Carlson, 2010). The internship utilises these ideas and assists students with the process of self-learning supported 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. (2021) *Skills for Success*. 4th edn. London: Bloomsbury.

Grant, K. and Hooley, T. (2017) *Graduate Career Handbook*. Bath: Trotman.

Moon, J. (2006) *Learning Journals: A Handbook for Reflective Practice and Professional Development*. 2nd edn. London: Routledge.

Rook, S. (2025) *The Graduate Career Guidebook: How to Work Out What You Want to Do – And Achieve Your Goals*. London: Bloomsbury.

Rook, S. (2015) *Work Experience, Placements and Internships*. London: Palgrave Macmillan.

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition document	Nov 2024	