

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Communications and The Arts
<b>Programme:</b>	MA Advertising and Public Relations MA Luxury Brand Management MSC Digital Marketing with Data Analytics
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Celebrities, Marketing and the Media
<b>Course Code:</b>	APR 7120
<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

**Course Description:**

This course offers a critical exploration of the evolving role celebrities and brands play in the media, public relations, advertising, and other forms of marketing activity and in relation to wider contemporary culture. It examines different perspectives around the development of celebrity and brand culture, its integral relationship with and dependence on the media and its impact on culture, in the UK and internationally, relating to contemporary society.

**Prerequisites:**

MA APR, MA LBM and MSc DGM students only

**Aims and Objectives:**

- To provide a critical understanding of the relationship between celebrities, brands and the media, publicity, public relations and advertising and how this contributes to forming wider contemporary culture.
- To examine different perspectives on the constructs of celebrities and brands and the role the media plays in this.
- To develop skills in oral presentation, independent research, written and/or other forms of expression and critical study.

### **Programme Outcomes:**

MA APR: A2; A4; B1; B4; C1; C3; C4; D4

MA LBM: A1; A3; A5; B1; B2; B4; B5; C2; C3; C4; C5; D1-D5

MSC DMDATA: A: 1; 4; 5. B: 2; 3; 4. C: 2; 4. D: 1; 2.

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:

- Display a critical awareness of the role celebrities play in the media, public relations, advertising and wider contemporary culture;
- Examine critically different perspectives on the role of celebrities in the media and elsewhere;
- Analyse the continuing evolution of the role of celebrities;
- Examine critically the ethical and legal ramifications of celebrity culture;
- Research and deliver a cogent, persuasive, well-argued and stimulating oral presentation on celebrity culture and the media; and
- Research and produce an original, critical case study on celebrity culture and the media.

### **Indicative Content:**

- Definitions of celebrity
- The history and evolution of celebrity culture
- The relationship between celebrities and print and broadcast media
- Celebrities, new media, social media and influencer culture
- The use of celebrities in marketing, advertising, public relations and branding
- The role of celebrities in political life and activism
- Different perspectives on the role of celebrities in contemporary culture and their impact on society
- International comparisons
- Ethical and legal ramifications of celebrity culture including issues relating to privacy, defamation, exploitation and the rights of families and friends
- Current issues and the future of celebrity culture

**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:**

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to key concepts. Guest speakers and activities with external organisations will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts through a range of seminars and group tutorials. Their group and individual presentations and written work will be discussed in feedback sessions. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Additionally, Guided Learning Hours (asynchronous online activities) will supplement the curriculum with extra learning content. This may include, but not be limited to: flipped classroom activities, recorded lectures, podcasts, vodcasts, quizzes, and online discussions.

**Indicative Text(s):**

- Abidin, C. (2018) *Internet celebrity: understanding fame online*. Bingley: Emerald Publishing.
- Alperstein, N. (2019) *Celebrity and mediated social connections: fans, friends and followers in the digital age*. Cham: Palgrave Macmillan.
- Alvarez-Monzoncillo, J.M. (2023) *The dynamics of influencer marketing: a multidisciplinary approach*. London: Routledge.
- Cashmore, E. (2023) *Celebrity culture*. 3rd edn. London: Routledge.
- Cornwell, T.B. (2021) *Influencer: the science behind swaying others*. New York: Routledge.
- Giles, D. (2018) *Twenty-first century celebrity: fame in digital culture*. Bingley: Emerald Publishing.
- Jones, L.Y. (2024) *Celebrity nation: how America evolved into a culture of fans and followers*. Boston: Beacon Press.
- Ward, P. (2019) *Celebrity worship*. London: Routledge.

See syllabus for complete reading list.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or	Change Actioned by Registry Services
------------------	--	--------------------------------------

	AB)	
Indicative texts and journals updated	23/02/23	
Contact hours updated	29/03/2023	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	