

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	MA in Advertising and Public Relations
FHEQ Level:	7
Course Title:	Professional Research Project
Course Code:	APR 7500
Total Hours:	400 (Lev 7) (8 US Credits)
Timetabled Hours:	0
Guided Learning Hours	0
Independent Learning Hours:	400
Credit	40 UK CATS credits 20 ECTS credits 8 US credits

Course Description:

For students working independently on their Masters professional research project. The professional research project (equivalent to 10,000-12,000 words) 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 fall and spring semesters to researching and developing a project, which may relate to the internship. This course is comprised of intensive and regular meetings on a group and 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 10-12,000 words (or the equivalent of)
- 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:

A4, B3, C2, C4, C5, D4, D5

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 a 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 10-12,000 word Masters
- 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 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.

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

Websites

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
Revision – annual update	May 2023	
Total hours updated	April 2024	