

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Communications and The Arts
<b>Programme:</b>	MA in Advertising and Public Relations
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Extended Professional Research Project
<b>Course Code:</b>	APR 7550
<b>Total Hours:</b>	600
Timetabled Hours:	N/A
Guided Learning Hours:	N/A
Independent Learning Hours:	600
<b>Credits:</b>	60 UK CATS credits 30 ECTS credits 12 US credits

### **Course Description:**

For students working independently on their Masters professional research project. An extended project equivalent to a 15,000-word thesis is offered as an alternative to the internship. The professional research project 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 autumn and spring semesters to researching a topic on advertising and public relations, which may relate to their work experience. This course is comprised of intensive and regular meetings on a 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 15,000- words
- 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:**

A1, A3, 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 15,000 word Masters thesis.
- 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 are 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.

## **Bibliography:**

See syllabus for complete reading list

## ***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***

## ***Web Sites***

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Change word lengths under Indicative Content and Assessment to be consistent with the existing word lengths under Course Description and Aims and Objective, and to reflect the additional requirements compared with APR7500, the Professional Research Project.		
Changed word limit to 15,000 words.		
Revision – annual update	May 2023	
Total hours updated	April 2024	