

COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and the Arts

Programme: BA Advertising and PR

FHEQ Level: 6

Course Title: Senior Project

Course Code: ADPR 6110

Total Hours: 320

Timetabled Hours: 22.5

Supervised Learning Hours: 45

Independent Learning Hours: 252.5

Credit 32 UK CATS credits
16 ECTS credits
8 US credits

Course Description:

During Senior Project students will plan and execute a major self-initiated project that reflects the skills and knowledge they have gained during the earlier stages of their degrees. The projects will allow students to consider their future educational and employment destinations and to create a project that will become part of their portfolios and applications. Students will also develop the professional practice skills required to create a digital portfolio including the writing of bios, CVs, statements and developing, producing, and organising their work in the field of advertising and PR. Students are guided through the various stages of producing and revising their projects by a supervisor(s) in individual tutorials and gain regular peer feedback through group critique sessions.

Prerequisites:

70 credits + COMM 5301 Research Methods in Media and Arts

Aims and Objectives:

The course aims to allow students to develop major self-initiated projects that reflects their learning and interests during their degrees and their plans for the future. Senior Project will guide and support them through the complex and challenging task of developing projects from the stages of planning and designing, through to production, and presentation. It also aims to give them practical skills in sharing their works through professional quality portfolios that may be used for future employment or postgraduate opportunities.

Programme Outcomes:

6AII, 6AIII, 6BII, 6BIII, 6CI, 6CII, 6CIII, 6DI, 6DII, 6DIII

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 and public relations.
- Demonstrate a systematic understanding of key scholars, texts and debates in advertising and public relations, and the reflexive relationship between these and empirical practice.
- Demonstrate a systematic understanding of a core problem or issue in advertising and public relations through a senior project or senior seminar.
- Demonstrate a systematic understanding of major debates and using sophisticated disciplinary analysis that utilises knowledge from other cognate fields as is appropriate.
- Demonstrate the communication skills needed to plan and manage for changing contexts, audiences and levels of complexity, and advanced group work.
- Demonstrate the systematic ability to gather, organise and deploy highly complex ideas, evidence and information within the context of an advertising and pr project.
- 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 advertising and public relations and in locating their own normative views and cultural commitments within the practice of research.
- 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:

- The planning and developing of a major self-initiated project.
- Development of personal critical and evaluative skills.
- Collaboration in event planning and management.
- Professional codes of conduct in creative practices and strategic communications projects.
- Articulation of ideas in tutorials and group critique discussions.
- 'Pitch' presentations for final projects.
- Creating a PDF portfolio using industry standard software.

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:

Students will meet regularly with their tutors for individual and group tutorials and will be expected to articulate their ideas and project developments during these meetings. There will also be group discussions which allows for consideration of work in progress from their peers and other tutors. Students will also be expected to engage with relevant technical staff to aid the completion of their works. There will be interactive workshops and planning exercises around portfolios, writing and discussions to help prepare them for a final completed projects and professional life after graduation.

Indicative Text(s):

Cornelissen, J. (2020) *Corporate Communication*. London: Sage.

Gregory, A. (2020) *Planning and Managing Public Relations Campaigns*. 5th ed. London: Kogan Page.

Hegarty, J. (2017) *Hegarty on Advertising*. Rev. edn. London: Thames & Hudson.

Morris, T. and Goldsworthy, S. (2016) *PR Today: The Authoritative Guide to Public Relations* London: Palgrave Macmillan.

Pricken, M. (2008) *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*. London: Thames & Hudson.

Young, M. (2017) *Ogilvy on Advertising in The Digital Age*. London: Welbeck Publishing.

Journals

Campaign.

Marketing Week.

PR Week.

Websites

The site of the UK Advertising Association, which represents advertisers, media owners and agencies. Available at: www.adassoc.org.uk (Accessed: November 2024).

The IPA site, representing all UK agencies. Available at: www.ipa.co.uk (Accessed: November 2024).

Public Relations Professional Body. Available at: www.prca.org.uk (Accessed: November 2024).

World Advertising Research Centre. Available at: www.warc.com (Accessed: November 2024).

Chartered Institute of Marketing. Available at: www.cim.co.uk (Accessed: November 2024).

Statista: an online research and information service. Available at: <https://www.statista.com> (Accessed: November 2024).

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	