



## **Master of Advertising and Public Relations**

### **Programme Specification**

**2025-2026**

## Contents

1.	INTRODUCTION .....	3
2.	OVERVIEW .....	4
3.	ABOUT THE PROGRAMME .....	5
4.	MISSION .....	5
5.	PROGRAMME STRUCTURE.....	6
	Master of Advertising and Public Relations Degree .....	7
	Postgraduate Certificate (PGC) in Advertising and Public Relations .....	7
	UK Postgraduate Diploma (UK PGDip) .....	8
	UK Postgraduate Certificate (UK PGCert) .....	8
6.	PROGRAMME OUTCOMES.....	8
	A. Subject Knowledge and Understanding .....	9
	B. Cognitive Skills .....	9
	C. Subject Specific, Practical, and Professional Skills .....	9
	D. General/Transferable Skills.....	10
7.	TEACHING, LEARNING, AND ASSESSMENT .....	10
	Teaching and Learning Strategy.....	10
	Assessment Strategy .....	11
	Academic Standing.....	12
	Grade Point Average .....	13
8.	ENTRY REQUIREMENTS.....	13
9.	STUDENT SUPPORT AND GUIDANCE .....	13
10.	INTERNSHIPS .....	14
11.	POSTGRADUATE ACADEMIC POLICIES.....	15
12.	REGULATORY FRAMEWORK.....	15
	Ensuring and Enhancing the Quality of the Programme .....	15
	Credit Equivalence .....	16
	Levels.....	16
	References.....	16
13.	LIBRARY RESOURCES .....	17
	Books.....	17
	Journals .....	17
	Online journal databases .....	17
	Other online resources .....	18
	Scanning/Digitising.....	18
	Library Instruction .....	18
	Programme Specification Publication Dates.....	18
	APPENDIX 1: Curriculum Map .....	20

## 1. INTRODUCTION

This document describes the **Master of Advertising and Public Relations awarded by Richmond American University London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008).**

The degree is delivered at a US Liberal Arts university with a degree structure in line with comparable Masters degrees in the UK. Successful students complete 8 courses amounting to 36 US / 180 UK credits, comprised of coursework (24 US/ 120 UK credits), and either an internship (4 US/ 20 UK credits) and a Professional project (6 US/ 30 UK credits) component or an Extended Professional project (10 US/50 UK credits). Normally, each course carries 4 US/20 UK credits.

**Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.**

**More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.**

**The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.**

## 2. OVERVIEW

<b>Programme/award title(s)</b>	Master of Advertising and Public Relations
<b>Teaching Institution</b>	Richmond American University London
<b>Awarding Institution</b>	Richmond American University London
<b>Date of latest validation</b>	29 January 2024
<b>Next revalidation</b>	2029
<b>Credit points for the award</b>	36 US credits 180 UK credits (FHEQ Level 7)
<b>Programme start date</b>	Fall 2024
<b>Underpinning QAA subject benchmark(s)</b>	QAA Master's degrees in Business and Management (2023) For contextualization, Honours degree level subject benchmark statement for Communication, Media, Film and Cultural Studies (2019)
<b>Professional/statutory recognition</b>	Partnership with Public Relations Communications Association <a href="http://www.prca.org.uk">www.prca.org.uk</a>
<b>Language of Study</b>	English
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	FT (one year, if Fall start), PT (two years, if Fall start) FT (one year and four months, if Spring start), PT (two years and four months, if Spring start)
<b>Dual accreditation (if applicable)</b>	Middle States Commission on Higher Education (First accredited 1981; renewed 2016. QAA – Higher Education Review (AP) December 2017
<b>Date of production/revision of this specification</b>	March 2024 (see chart at the end of this document for list of revisions)

### 3. ABOUT THE PROGRAMME

The **Master of Arts Degree in Advertising and Public Relations (PR)** at Richmond provides a combination of practical and theoretical education, equipping students with the intellectual and personal skills they need to succeed in what are thriving, rapidly evolving and increasingly competitive global industries.

In terms of theoretical skills and understanding, the degree provides an in-depth academic examination of the advertising and PR industries, their histories, how they function in the contemporary world and the role they play in international society and economic life - especially in relation to the media and the full panoply of marketing disciplines. It examines the issues these industries face and explores a range of different views of both advertising and PR.

Students will also benefit from a range of optional courses in the second semester of the programme, which will enable them to develop knowledge and skills in specific areas of interest.

Practical skills in both advertising and PR are developed from the outset, with students developing and presenting their own bodies of professional work. The practical aspect of the programme culminates in a professional research project, including live PR work and associated advertising materials and, at its end, a critical reflection which requires students to relate their work to wider thinking about these industries. Students are also required to complete an internship and/or an extended professional research project.

A broad education of this kind equips graduates for a wide range of careers internationally while enabling them to develop specialist expertise in areas of particular interest. By ensuring that they are critical and reflective practitioners, it prepares them for challenging leadership roles in a world of diversity and rapidly changing opportunities, in keeping with the university's wider mission.

### 4. MISSION

- To produce Masters level graduates in advertising and PR whose subject specific knowledge, performance, understanding, skills and attributes, critical thinking and cognitive abilities, and personal and enabling skills and attributes, prepare them for their careers and for further study and advanced training in these disciplines or related fields.
- To provide students with a theoretically, conceptually and historically informed analytical framework in the field of advertising and PR, reflecting a range of different perspectives.
- To provide students with the practical skills required to develop their careers in advertising and PR, and to be able to respond to change.
- To maintain academic standards equal to or better than comparable MA degrees offered by other universities internationally.

## 5. PROGRAMME STRUCTURE

The programme is a discrete and self-contained programme of 36 US/180 UK credits. As such, the structure does not follow the progressive UK PGDip ► MA structure of some other programmes although a UK PGDip is awarded as an exit award in recognition of students who complete the required 24 US / 120 UK credits of taught course work. It is not possible for students to register for the PGDip.

The programme is delivered over one academic year full-time or two-years part-time from the start of September or January. Full-time students take six mandatory taught courses of 4 US/20 UK credits each, spread equally over the autumn and spring semesters. Then in the final semester, students may take the internship course of 4 US/20 UK credits and write the research project which is submitted at the end of the summer and is weighted at 8 US/40 UK credits. Students must complete the six mandatory taught courses before progressing to the internship/research project. Part-time students take one or two courses in the autumn and spring semesters, completing the required course work over two years and complete the internship and research project in the final semester of year two. Full-time or part-time students unable to take the internship complete an extended professional research project of 15,000 words for 12 US/60 UK credits instead of the normal project of 10,000 words.

1 US credit is equivalent to 1 contact teaching hour per week during a 12-week semester. At Richmond, PG semesters are shorter in length with 12 weeks' worth of contact hours. As such, each 4-credit course typically involves 60 contact hours each semester. There is a ratio of 1 US to 5 UK credits at FHEQ Level 7.

Details of the University's degree programmes, including approved Programme Specifications and Course Specification Descriptions (CSDs) are held in an official archive by academic year, available at <https://www.richmond.ac.uk/programme-and-course-specifications/>

All students on Masters programmes are expected to be in London for thesis/dissertation supervision and seminars. During this, students wishing to complete an internship outside of the UK must first consult with Student Affairs to discuss any visa implications before accepting an international internship.

## Master of Advertising and Public Relations Degree

Successful students complete 36 US /180 credits at *FHEQ* Level 7

		US Credits	UK Credits
<b>FHEQ Level 7 (Total)</b>			
<b>FALL</b>	<b>Course Title</b>		
APR 7100	Advertising Practice	4	20
APR 7101	Public Relations Practice	4	20
<b>SPRING SEMESTER</b>			
APR 7108	Advertising and Public Relations in the Marketing Communications Mix	4	20
APR 7104	Professional Digital Media Skills	4	20
<b>Plus one:</b>			
APR 7106	Crisis Communications	4	20
APR 7120	Celebrities, Marketing and the Media	4	20
ENT 7110	Entrepreneurship & Innovation Management	4	20
INR 7108	Media Digital Diplomacy and International Organization	4	20
MGT 7101	Project Management	4	20
MKT 7110	Marketing in a Digital World	4	20
MKT 7120	Marketing and Ethics	4	20
PMG 7006	Stakeholder Management	4	20
PMG 7002	Sustainability	4	20
<b>SUMMER SEMESTER</b>			
APR 7902	Internship	4	20
APR 7500	Professional Research Project	8	40
<b>Or</b>			
APR 7550	Extended Professional Research Project	12	60

## Postgraduate Certificate (PGC) in Advertising and Public Relations

The US Postgraduate Certificate is an exit award available to students registered on a Masters Degree who have successfully completed the following requirements:

- 24 US / 120 UK Level 7 credits from the required taught components;
- 12 US/60 UK Level 7 credits of the total number of credits required for the US Postgraduate Certificate must be completed;
- a minimum GPA of 2.0 in the courses being used for the exit award is required;

Programme specification and curriculum map – MASTER OF **Advertising and Public Relations** DEGREE

but who have NOT successfully completed the thesis for any of the following reasons:

- d) they have not submitted the thesis (either by choice, or they have failed to submit it without extenuating circumstances eligible for resubmission); or
- e) they have received a failing grade on the thesis (and so are not eligible to apply for resubmission); or
- f) the grade following thesis resubmission remains insufficient for the award of the Masters Degree (it has not achieved a minimum grade of C).

Students eligible under a-g above may choose to transfer onto and be considered for the award of the US Postgraduate Certificate/UK Postgraduate Diploma.

### UK Postgraduate Diploma (UK PGDip)

The requirements of the UK Postgraduate Diploma are aligned with those of the US Postgraduate Certificate (as outlined above). Postgraduates who have completed the requirements for the US Postgraduate Certificate will also be awarded the UK Postgraduate Diploma.

### UK Postgraduate Certificate (UK PGCert)

The UK Postgraduate Certificate may be awarded as an exit award for those students registered on a Master's degree who have successfully completed the following minimum requirements:

- a) 12 US / 60 UK Level 7 credits from taught requirements;
- b) 6 US/30 UK Level 7 credits of the total number of credits required for the UK PGCert must be completed;
- c) a minimum GPA of 2.0 in the courses being used for the exit award is required.

There is no US equivalent for the UK PGCert.

## 6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below, based on *SEEC* categories linked to level 7 of the *FHEQ*.

Refer to Appendix I – Curriculum Map for details of how outcomes are deployed across the programme of study.

Graduates of the **Advertising and Public Relations** programme will have:

- A. A comprehensive and systematic knowledge and understanding of advertising and public relations.



B.A sophisticated appreciation of theories, methodologies, and practices in advertising and public relations and a critical understanding of their impact on how the knowledge base is interpreted.

C. The ability to conduct successful autonomous research in the field of advertising and public relations at postgraduate level.

D. The knowledge and skills for application to careers in various communications industries, particularly that of the advertising and public relations sectors.

Graduates of the **Advertising and Public Relations** programme will have:

#### **A. Subject Knowledge and Understanding**

Upon completion of the MA in **Advertising and Public Relations** degree, students should be able to:

- A1. Demonstrate a comprehensive and systematic knowledge of theories and methods required for examining advertising and public relations.
- A2. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of Advertising and/or PR to multiple contexts.
- A3. Demonstrate critical understanding of the role of advertising and public relations, and how they are impacted by different historical, social, political, and international contexts.
- A4. Demonstrate in-depth knowledge of the components used in advertising and public relations campaigns, and up to date understanding of issues and debates within the field of practice.

#### **B. Cognitive Skills**

Upon completion of the MA in **Advertising and Public Relations** degree, students should have:

- B1. Demonstrate ability to gather, organize and deploy complex and diverse information in complex and specialized contexts, while reflecting upon and improving the skills required for effective written and oral contribution.
- B2. Design and produce advertising and public relations strategies, using multimedia tools.
- B3. Conduct successful and original research, including the application of appropriate theoretical and methodological tools for locating, assessing, and interpreting primary and secondary sources.
- B4. Demonstrate professional written and presentation skills, communicated clearly to specialist and non-specialist audiences.

### C. Subject Specific, Practical, and Professional Skills

Upon completion of the MA in **Advertising and Public Relations** degree, students should be able to:

- C1. Communicate clearly, effectively, and professionally information, arguments and ideas in written, spoken or other forms using appropriate visual aids and ICT resources to a variety of audiences.
- C2. Conduct successful autonomous research. This includes: independent and effective information retrieval and organization, and the ability to design and carry out a self-directed, original professional research project with limited tutorial guidance.
- C3. Work effectively within a group, including having the ability to listen and participate constructively with team members and/or with clients.
- C4. Critical reflection and self-evaluation, with the ability to engage in personal and peer review, including ways to improve practices and how to communicate this effectively.
- C5. Demonstrate thorough understanding of ethics as it applies to research contexts, advertising and public relations, and in working with others.

### D. General/Transferable Skills

Upon completion of the MA in **Advertising and Public Relations** degree, students should be able to:

- D1. Apply current technologies to enhance research and be fully computer literate.
- D2. Utilise digital communication strategies and tools to create multi-media advertising and public relations campaigns for a variety of purposes that engage diverse audiences.
- D3. Recognise the limitations, contradictions, and gaps in a complex argument.
- D4. Retrieve, process, manipulate, and present information from a variety of valid sources.
- D5. Engage in network and community-forming in the advertising and public relations sector.

## 7. TEACHING, LEARNING, AND ASSESSMENT

### Teaching and Learning Strategy

The teaching and learning strategy for the MA in **Advertising and Public Relations** is based on the understanding that all students are active learners and researchers and are embarking on advanced professional practice with a view to their future career development. This is designed to maximise student engagement in the programme and ensure full participation throughout. The precise approach will vary from course to course, but the learning outcomes relating to each class are designed to ensure that students immerse themselves fully in the subject and take full

Programme specification and curriculum map – MASTER OF **Advertising and Public Relations** DEGREE

responsibility for their progress through the programme. The concept of progression through the distinct aspects of the degree (class-based learning focusing on theory and practice, guided independent study and practical work, internship and professional research project including a critical reflection) is integral to the intellectual journey that the students will make during their time on the programme.

A variety of approaches will be used in teaching, including:

- Formal seminars and debates
- Formal lectures, supplemented with audio-visual materials
- Informal lectures and discussions with guest speakers or on visits
- Individual and group projects, culminating in oral presentations and written work
- Group and individual tutorials
- Self-directed and directed reading

Student knowledge will be acquired through:

- Structured seminars and debates (including the sharing of other students' learning and experience), lectures, guest lectures, visits to agencies – including supporting materials
- Directed reading and use of electronic sources
- Independent research and work experience

Student thinking skills are developed through:

- Undertaking practical exercises and making presentations
- Learning alongside others, including group work, seminars, debates and discussions
- Conducting research
- Preparing assessed work

Student practical skills are developed through:

- Applying theory to practice in practical exercises and assessed work
- Specific training related to PR and journalism and related fields, including the use of different media
- Team and individual project work and reflection thereon
- Vocational experience gained through internships

The University welcomes applications from students with disabilities. These disabilities might include a physical or sensory impairment, a medical or psychiatric condition or a specific learning difficulty such as dyslexia and may require additional support or adaptations to our facilities. The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community.

## Assessment Strategy

Assessment is by examination, essays, dissertations, and other forms of written work; oral presentations and group work; as well as projects and this assessment strategy meets the University Assessment Norms at level 7.

As seen above, the University places considerable emphasis on developing its students' learning and skills. Creating independent thinkers is a part of the University's mission statement and MBA academic staff deliver on this promise in a number of different ways at the postgraduate level. A key aspect of their work involves devising methodologies, consistent with best-practice approaches within the field, with which to adequately assess students' performance. These approaches include the setting of learning outcomes encompassing each course as well as regular discussion and interaction amongst academic staff in order to set common goals for the entire degree and each of its courses.

In terms of following up with the assessment of student learning and consistent with US Liberal Arts traditions, MBA classes rely on the system of continuous assessment on a course-by-course basis and throughout any given semester. This approach often involves the use of short essays, research papers, learning journals, annotated bibliographies, gallery reviews, book reviews, student presentations, research proposals and general class discussion. Not every component applies to every course, but most do relate to many of the classes that are offered. There is an emphasis on writing essays, particularly research papers, at postgraduate level, and reflective work including learning journals.

The variety of instruments used permits academic staff to assess each student's developing and evolving knowledge and skills base as outlined in the previous section. For example, the research paper tests for, amongst other things, a student's ability to engage with primary and/or secondary sources of information and his or her ability to evaluate and analyse this. Site visits encourage students to engage with objects, applying theory and method taught in classes. In addition, the University sets specific guidelines on the weighting of coursework to effect balance in the process of assessment. As the coursework load for each course set out in the course descriptor shows, a variety of assessment strategies with weighting spread facilitates this across the courses, with the typical course settling for around 50% for the final research paper.

A component part of the programme's efforts to ascertain an appropriate approach to the assessment of student learning involves the use of grade descriptors (made available in the Course Specification Documents and Syllabi). This information allows the student to see the expected level of performance that co-relates with a particular letter grade summarizing his or her overall achievement level. The programme also has a formalised system of exit questionnaires and feedback meetings punctuated at key moments throughout the year (mid-semester break, end of semester and end of year) for its students as a framework through which the views and opinions of those who have experienced the programme, as students, can be captured and responded to. Evidence of this approach in action is demonstrated in minutes of meetings with students and academic staff and response to comments from the External Examiner.

## Academic Standing

A	4.000	Excellent
A-	3.666	Excellent
B+	3.333	Good
B	3.000	Good
B-	2.666	Good
C+	2.333	Satisfactory
C	2.000	Satisfactory
C-	1.666	Below average (may only be awarded at graded activity level)
F	0.000	Fail (may be awarded at graded activity level, and awarded at course level for any course grade calculated to be lower than C)
FA	0.000	Fail (Attendance)
FS	0.000	Fail (Non-Submission)
FX	0.000	Fail (Academic Misconduct)

A graduate student is in good academic standing if maintaining a cumulative Grade Point Average (GPA) of 2.0 (C).

Graduate students with a cumulative (GPA) of less than 2.0 (C) risk dismissal from the university (see below under “Grade Point Average” and “Academic Probation”).

## Grade Point Average

A grade point average (GPA) is calculated each semester and summer session and is recorded on the student’s transcript. A cumulative GPA, including all graduate courses taken at Richmond, is also calculated. The numerical equivalent for the grade (see above) of each course is multiplied by the number of credits for that course to give the number of quality points for the course.

The GPA is then the sum of quality points for all courses divided by the total number of credits of all courses attempted.

- Students achieving a minimum cumulative GPA of 3.333 will be awarded the degree with Distinction.
- Students achieving a cumulative GPA within the range of 2.667 to 3.332 will be awarded the degree with Merit.
- Students achieving a minimum cumulative GPA within the range of 2.0 to 2.666 will be awarded a Pass degree.
- Students achieving a cumulative GPA of less than 2.0 will fail the degree.

## 8. ENTRY REQUIREMENTS

Details of the entry requirements, including English language requirements, may be found at the appropriate page of the University website listed below, where a comprehensive Admissions Policy and Summary of Practice document is also published.

<http://www.richmond.ac.uk/admissions/postgraduate-admissions>

## 9. STUDENT SUPPORT AND GUIDANCE

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of programmes and services that positively impact learning as well as the total student life experience.

All students have an allocated full-time faculty member who acts as their Convenor. Convenors have on-going responsibility for students' academic progress, meeting with each student at least once per semester. Convenors assist students with registration, enabling smooth progression through the degree. They also advise on career opportunities, and also provide pastoral support in many cases.

A range of Maths, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room.

The University operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counselling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department.

## 10. INTERNSHIPS

The Careers & Internship Office of the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional but highly encouraged because the Masters Programmes have been designed to offer students the option to graduate with both a qualification as well as experience of the workplace.

The internship has been established to act as a conduit between the classroom and a career, enabling students to meet and work with potential future employers. The internship programme demands that students interact with professionals in their field, allowing them to learn by seeing as well as by doing. Key to the success of this initiative is the relationship that has been developed with organisations and governmental agencies.

Expectations with regard to careers education, information, advice and guidance (as outlined in The UK Quality Code for Higher Education) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the professional development seminar series. For full details of career services offered to students at Richmond may be obtained from the Student Affairs Department.

In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook.

## 11. POSTGRADUATE ACADEMIC POLICIES

Please see the Policies page on the University website listed below for the relevant academic policies of this programme. <https://www.richmond.ac.uk/university-policies/>

## 12. REGULATORY FRAMEWORK

The **Advertising and Public Relations degree** is operated under the policy and regulatory frameworks of Richmond American University London, the Middle States Commission on Higher Education, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:

- QAA (2018). The Revised UK Quality Code for Higher Education. ([www.qaa.ac.uk](http://www.qaa.ac.uk))
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2016). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer ([www.seec.org.uk](http://www.seec.org.uk)).
- Middle States Commission on Higher Education. Standards for Accreditation and Requirements of Affiliation. 2014: Thirteenth Edition; Rev. Ed. 2015. (<http://www.msche.org/publications/RevisedStandardsFINAL.pdf>)

## Ensuring and Enhancing the Quality of the Programme

The **Advertising and Public Relations degree** features detailed published educational objectives that are consistent with the mission of the institution. All course outlines contain

course specific objectives that are regularly monitored by the individual instructors and by the faculty as a group.

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Internal Moderation
- Student representation
- Curricular change approval process
- Annual Programme Monitoring and Assessment
- Formal Programme Review, every 5 years
- Course evaluation
- Student satisfaction surveys and the NSS
- Feedback from employers

The **MA in Advertising and Public Relations** is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both US (the Middle States Commission on Higher Education) and UK (QAA) reviews. The University is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and a Higher Education Review (AP) in 2017.

### Credit Equivalence

	US credit	ECTS credit	UK credit
UK Level 7	1	2.5	5
Required minimum number of credits for MA	36	90	180 (120 of which must be at Level 7)
Richmond MA in <b>Advertising and Public Relations</b>	36	90	180 (at Level 7)

### Levels

The Framework for Higher Education Qualifications in the UK defines the MA degree in higher education in terms of a series of numbered levels, as follows:

- Level 4-6 (previously HE1-3) – years 1 to 3 of a UK undergraduate degree
- Level 7 (previously M) – UK Masters degrees and postgraduate diplomas and

Programme specification and curriculum map – MASTER OF **Advertising and Public Relations** DEGREE



certificates Level 8 (previously D) – UK Doctoral degrees

Each level is illustrated by, and each award determined by, reference to a qualification descriptor. The level 7 descriptors can be found in the *FHEQ* (QAA, August 2008).

## References

- QAA. *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland*. November 2014.
- QAA. *The Higher Education Credit Framework for England: Advice on Academic Credit Arrangements*. May 2021, 2nd Ed QAA.
- *Making Use of Credit: A Companion to the Higher Education Credit Framework for England*. May 2021
- European Communities. *ECTS Users' Guide*. February 2009; *ECTS Users' Guide—Draft Revision* January 2015.

## 13. LIBRARY RESOURCES

### Books

Faculty and Students are encouraged to help in the purchase of library resources and submit requests for new purchases relating to and supporting their subject areas and research. Details of selected new acquisitions are publicized on the library subject pages and online catalogue.

The library also purchases academic ebooks to support students required reading, as well as cataloguing open access resources. These books are made available through the library catalogue.

Every year, the library collection is reviewed and non-relevant or out of date stock is withdrawn. Analysis of loans compared to purchases and new publications within core subject areas are used to drive additional purchases to make sure that the collection remains relevant and current.

### Journals

At present the Library subscribes directly to approximately 30 periodical titles. Where electronic access is provided with a subscription this has been made available through the library's online Publications Finder.

In consultation with faculty the Library regularly reviews its periodical subscriptions, ensuring relevant coverage is provided as the curriculum changes.

### Online journal databases

Full text e-journal services include access to Ebsco's: Academic Search Premier, Art Full Text, Business Source Premier, Communication and Mass Media Complete, Education Full Text, International Bibliography of Theatre & Dance, International Security & Counter Terrorism Reference Center, SPORTDiscus and PsycArticles; WARC and JSTOR. These provide access to around 42,000 titles, as well as business and market data and case studies.

In addition, students are directed to a multitude of other online databases which they can search for citations including Google scholar and subject specific internet gateways.

In all cases where the full text is neither in the library's subscription resources nor available online the Library provides free inter-library loans to students and faculty using the services of the British Library (BL On Demand).

Access to the e-journal databases can be found on the Library portal.

### Other online resources

Other online resources include the Proquest: Global Newsstream. This is used to access 4,000 titles, mainly national and international newspapers but also to related newswires and monitoring services. We also have a subscription to FT Education which provides on-line and mobile access to the newspaper archive as well as a wide range of digital and multi-media features, in-depth reports on a wide range of business and political topics and a digital learning tool that allows students and faculty to annotate and share articles. Additionally, the Statista platform provides easy access to over 1,900,000 statistics on a wide range of business & social topics from over 22,500 sources as well as industry reports, research dossiers and market outlooks. A subscription to Mintel Academic provides access to market research data and expertise across the retail, media and financial services sectors in the UK as well as global trends and consumer behaviour analysis.

There are pages of subject related resources on the library's portal which aim to guide students to quality internet material as well as the most relevant subscription resources.

### Scanning/Digitising

Under CLA licence the library provides online access to scanned materials from the library print collection to faculty. These can then be accessed by students on a particular course of study through the member of faculty's Blackboard pages.

### Library Instruction

In addition to a library induction session during Orientation, each Post-Graduate Programme offers a hands-on library resources session customized to cover the most relevant resources for the subject area. Additional workshops can also be arranged with experts from our e-resource suppliers or with librarians to provide guidance for specific assignments.

Programme specification and curriculum map – MASTER OF **Advertising and Public Relations** DEGREE

Students can also receive individual, tailored help with resources and research skills on a one-to-one basis either in person or online.

### **Programme Specification Publication Dates**

<b>First Edition</b>	April 2013
<b>Revision 1</b>	August 2013
<b>Revision 2</b>	January 2014
<b>Revision 3</b>	May 2014
<b>Revision 4</b>	July 2014
<b>Revision 5</b>	June 2015
<b>Revision 6</b>	April 2016
<b>Revision 7</b>	April 2017
<b>Revision 8</b>	April 2018
<b>Revision 9</b>	March 2019
<b>Revision 10</b>	May 2019
<b>Revision 11</b>	May 2020
<b>Revision 12</b>	May 2021
<b>Revision 13</b>	August 2022
<b>Revision 14</b>	May 2023
<b>Revision 15</b>	October 2023
<b>Revision 16</b>	March 2024

## APPENDIX 1: Curriculum Map

MA ADVERTISING AND PUBLIC RELATIONS CURRICULUM MAP

		Knowledge and Understanding				Cognitive Skills				Prof Skills					Key Skills				
Course ID	Title	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
APR 7100	Advertising Practice				X	X			X			X				X		X	
APR 7101	Public Relations Practice				X	X			X			X				X		X	
APR 7105	Advertising and Public Relations in Context	X	X	X		X		X						X			X	X	
APR 7108	Advertising and Public Relations in the Marketing Communications Mix		X		X			X	X	X		X						X	
APR 7104	Professional Digital Media Skills				X		X		X	X				X	X	X			
APR 7106	Crisis Communications		X		X			X	X			X				X		X	
APR 7120	Celebrities, Marketing and the Media		X		X	X			X	X		X	X					X	
ENT 7110	Entrepreneurship and Innovation Management					X		X	X				X				X	X	
INR 7108	Media Digital Diplomacy and International Organization					X		X	X				X	X			X	X	
MGT 7101	Project Management					X		X	X				X				X	X	
MKT 7110	Marketing in a Digital World					X		X	X	X					X			X	
MKT 7120	Marketing and Ethics					X		X	X			X	X	X			X	X	
PMG 7006	Stakeholder Management							X	X			X	X	X			X	X	
PMG 7002	Sustainability							X	X			X	X	X			X	X	
APR 7902	Internship		X				X		X	X		X		X					X
APR 7500	Professional Research Project				X			X			X		X	X				X	X
APR 7550	Extended Professional Research Project	X		X	X			X			X		X	X				X	X

Faculty may access the KILO map: [KILO KPO Tables](#)