COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING AB (FORMERLY LTPC)

Academic School / Department: Communications, Arts and Social Sciences

Programme: MA in Public Relations and Journalism

FHEQ **Level: 7**

Course Title: Professional Research Project

Course Code: PRJ 7500

Course Leader: Simon Goldsworthy

Student Engagement Hours: 400
Independent/Guided Learning: 400

Semester: SUMMER

Credits: 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.

Pre-requisites: MA Public Relations and Journalism 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
By the end of this course successful students will be able to A, B, D, F, G, H:

A. Demonstrate a deep and systematic understanding of key issues, themes and debates in PR and Journalism, while reflecting on their relationship to empirical evidence and to other relevant disciplines.
B. Show critical and innovative responses to theories, methodologies and practices in PR and/or Journalism and their impact on how the knowledge base is interpreted.
D. Design and undertake substantial investigations addressing significant areas of practice in PR and Journalism, using selected and appropriate advanced approaches.
F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes
G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication
H. Demonstrate the ability for innovative and autonomous learning, normative and ethical reflection, self-evaluation and engagement with disciplinary benchmarks.

Learning Outcomes
- demonstrate professional research skills including the application of appropriate
- methodologies for locating, assessing and interpreting primary sources
- show professional writing skills
- display an critical and practical awareness of the ways in which PR and Journalism are practised
- demonstrate a sophisticated critical awareness of ways of evaluating what can be achieved through the use of PR and Journalism

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 Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at:
http://www.richmond.ac.uk/admitted-students/

LEVEL 7 R7000/UK MA Equivalent to 10,000 - 12,000 words

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
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]

See syllabus for complete reading list

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:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry