

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications, Arts and Social Sciences
Programme:	MA in Advertising and Public Relations
Level:	7
Course Title:	Professional Research Project
Course Code:	APR 7500
Course Leader:	Sam Brooker

Student Engagement Hours:	400 ¹
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 Advertising and Public Relations students only

¹ Please see the credit hour policy for non-traditional courses. Range of independent hours must fall within the range of 45-60 hours per credit.

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 Advertising and PR, 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 Advertising and/or PR and their impact on how the knowledge base is interpreted.
- D. Design and undertake substantial investigations addressing significant areas of practice in Advertising and PR, 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.

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

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 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. The course is assessed according to the assessment norms of the university at level 7:

FHEQ level	Richmond/UK Level	Normal Number of Items (including final exam)	Total Assessment
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.

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

See syllabus for complete reading list

