

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Communications and The Arts
<b>Programme:</b>	Communications: Advertising & PR Communications: Media Studies Digital Communication & Social Media
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Senior Project
<b>Course Code:</b>	COM 6110
<b>Student Engagement Hours:</b>	160
Lectures Seminar/Tutorials/Lab:	60
Independent / Guided Learning:	100
<b>Credits:</b>	16 UK CATS credits 8 ECTS credits 4 US credits

### **Course Description:**

In this practice-orientated course, students work together as a group to develop a body of work for a client outside the University. Students are required to use both their individual academic and technical skills (e.g., visual, journalistic, graphic) and their interpersonal communication skills in this final year course for communications students.

### **Prerequisites:**

SCL 5200 Social Research

### **Aims and Objectives:**

The course aims to develop the communications skills of students in a professional context. The course challenges students to operate effectively in an environment as near as possible to “real world” employment including self-presentation, flexibility and dependability, a productive relationship with peers, punctuality, accountability, and a high level of presentation of their work overall from proposal to finished product.

## **Programme Outcomes:**

Communications: Advertising and PR: B6i, B6ii, C6i, C6ii, D6ii, D6iii

Communications: Media Studies: B6i, B6ii, C6i, C6ii, D6ii, D6iii

Digital Communication and Social Media: B6i, B6ii, C6i, C6ii, D6i-iii

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:**

- Development of a systematic understanding and application of necessary tools, aesthetic judgments; key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship
- Students are expected to demonstrate the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms
- Students are expected to demonstrate the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated
- Students are expected to demonstrate a high level of personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional interpersonal communication and presentation
- Development of flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or teamwork capacities, for example listening, contributing, leading, negotiating, and proactively managing conflict as is appropriate

## **Indicative Content:**

- Key terms and definitions of project work
- Initial discussions on what makes a successful team
- Submission of personal profiles presentations by clients
- Planning team strategy
- Discussion of initial concept briefs
- Group report to lecturer
- Project work
- Presentation to clients

## **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:**

The faculty member acts as mentor and consultant, rather than teaching from the front, and serves as another resource for the group to call upon. The class will run as a workshop rather than a taught class. Deadlines will, however, be set for each step of the process and these must be met. Student work is assessed through a variety of ways using both formative and summative approaches. Feedback is intended to help improve student approach to learning and achieve better results.

**Indicative Texts:**

Cornelissen, Joep. 2020. *Corporate Communication*. London: Sage.

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

---

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Various updates as part of UG programme review	AB Jan 2022	
Revision – annual update	May 2023	