

## ***BA (Hons) Advertising, PR and Branding***

### Programme Specification

<b>1. Programme title</b>	BA (Hons) Advertising, PR and Branding BA (Hons) Advertising, PR and Branding with Foundation Year
<b>2. Awarding institution</b>	Middlesex University
<b>3a. Teaching institution</b>	Middlesex University (Hendon, Dubai and Mauritius) Franchised Partner: AJC (Academy of Journalism and Communication, Vietnam)
<b>3b. Language of study</b>	English
<b>4a. Valid intake dates</b>	Sept for HED/DBI/AJC Sept/Jan for MRU
<b>4b. Mode of study</b>	FT/PT/TKSW for each intake
<b>4c. Delivery method</b>	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
<b>5. Professional/Statutory/Regulatory body</b>	N/A
<b>6. Apprenticeship Standard</b>	N/A
<b>7. Final qualification(s)</b>	BA (Hons) Advertising, PR and Branding, BA (Hons) Advertising, PR and Branding, with Foundation Year, BA Advertising, PR and Branding DipHE Advertising, PR and Branding, CertHE Advertising, PR and Branding
<b>8. Academic year effective from</b>	2024-2025

<b>9. Criteria for admission to the programme</b>
The programme accepts students with a wide range of qualifications, including combinations of qualifications.
<b>112 UCAS points</b> <ul style="list-style-type: none"> <li>- A Levels - BBC</li> <li>- BTEC - DMM</li> <li>- Access requirements - Overall pass: must include 45 credits at level 3, of which all 45 must be at Merit or higher</li> </ul>

- Combinations - A combination of A-Level, BTEC and other accepted qualifications that total 112 UCAS Tariff points

The programme accepts T Levels for entry onto our undergraduate degree courses (including our extended courses with a foundation year) with the standard application of science requirements and GCSEs in line with UCAS tariff calculation.

Recognition of Prior Learning (RPL) is permitted. Applications from mature students with non-standard qualifications are welcomed, especially applications by industry practitioners seeking formal HE qualifications. Students whose first language is not English must meet the university's English language entry requirements. Where they do not meet these criteria they should attend and successfully complete a Middlesex University pre-session course.

## 10. Aims of the programme

The programme aims to:

- Equip students with knowledge and understanding of the practices and processes as well as the social and commercial contexts of advertising, PR and branding;
- Enhance graduate employability by combining theory with practice to equip students with practical knowledge and aptitude in the convergent disciplines of advertising, PR and branding;
- Address a need in the emerging technologies for graduates with methodological and technical skills for analysing analogue and digital data and producing actionable insights, and ethical and critical application of those technologies;
- Develop students' communication skills and competency in communicating ideas effectively in multiple media forms and online platforms;
- Enable students to develop a broad range of technical skills necessary for producing multiplatform media content;
- Ensure that students are able to apply creative thinking in a wide range of promotional communications;
- Enable students to develop transferable generic intellectual skills, especially those of analysis, synthesis and evaluation;
- Encourage and develop skills for working independently and collaboratively to produce high-quality / industry-standard work;
- Enable students to develop the skills required to effectively present their work in academic and professional contexts.

## 11. Programme outcomes\*

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

A1. The history, practices and processes of the modern advertising, PR and branding industries (including research, planning, client services and creative) in the context of contemporary media and creative industries;

A2. How different modes of qualitative and quantitative research inform both the theory and practice of advertising, PR, and branding;

A3. The way in which promotional strategies and techniques produce cultural meanings and social and political effects;

A4. The practical and commercial considerations of brand design and management in a variety of industry sectors;

A5. The key issues and major theoretical perspectives that underpin the academic study of promotional culture.

### **Teaching/learning methods**

1. Interactive workshops and seminars;
2. Critical reflection on personal and cultural experience;
3. Group work and presentations;
4. Collaborative digital platforms;
5. Guided and independent study and research;
6. Writing in academic and professional formats;
7. Recorded key concept videos.

### **Assessment methods**

1. Essays;
2. Practice-led project work;
3. Group presentations;
4. Peer-assessment and self-assessment (blogs and participation on other online platforms).
5. Continual formative feedback

### **B. Skills**

On completion of this programme the successful student will be able to:

B1. Engage critically with the major theories and intellectual paradigms relating to the practice and critique of advertising, PR and branding;

B2. Analyse the meanings of media texts using a range of methods appropriate to the programme ( eg: content analysis; data analytics; ethnography);

B3. Think creatively, researching and problem-solving in both practical and intellectual contexts;

B4. Contribute effectively in a team environment through self-awareness and empathetic engagement;

B5. Adapt to new working practices, emergent technologies and evolving consumer environments.

B6. Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres (e.g. advertising copy; press releases; brand design; campaigns)

**Teaching/learning methods**

1. Practice-based workshops;
2. Developing creative solutions in response to industry briefs;
3. Work experience;
4. Tutor led and small group focused seminar discussions;
5. Research-led essay writing, report writing, case studies, independent and group research project work, oral presentation;
6. Creative project work;
7. Library inductions;
8. Technical inductions.

**Assessment methods**

1. Personal branding, eg. Portfolio, CV, online profile;
2. Group and individual writing and creative work;
3. Research project and presentations;
4. Campaign design and implementation;
5. Production of promotional media text e.g. brand identity, press release, advertisement, social media content, etc.
6. Critical Reflection and Major Project

**12. Programme structure (levels, modules, credits and progression requirements)**

**12.1 Structure of the programme**

**Foundation Year**

- Semester 1: Creative London (ADM0001), Skills and the Creative Process (ADM0002)
- Semester 2: Exploring Creative Directions (ADM0003), Major Project and Portfolio (ADM0004)

**Full-Time 3 Year**

**Year 1**

- Semester 1: Communication Skills (APB1004), Creative Media & Cultures (APB1007)
- Semester 2: Creative Workshops (APB1005), Innovative Projects (APB1006)

**Year 2**

- Semester 1: Audience Insight and Engagement (APB2000), Brand Identity (APB2001)
- Semester 2: Campaign Planning (APB2002), PR and Content Creation (APB2003 - Option Module, choice by default), Work Placement in the Creative Industries (APB2004 - Optional Module, by invitation)

### **Year 3**

- Semester 1: AI and Digital Communications and Marketing (APB3000), Brand Management (APB3001)
- Semester 2: Major Project (APB3002), Professional Identity and Entrepreneurship (APB3003)

### **Part-time 6 Year: Indicative Structure**

#### **Year 1**

APB1004 Communication Skills, APB1007 Creative Media & Cultures

#### **Year 2**

APB1005 Creative Workshops, APB1006 Innovative Projects

#### **Year 3**

APB2000 Audience Insight and Engagement, APB2001 Brand Identity

#### **Year 4**

APB2002 Campaign Planning, APB2003 PR and Content Creation

#### **Year 5**

APB3000 AI and Digital Communications and Marketing, APB3001 Brand Management

#### **Year 6**

APB3002 Major Project, APB3003 Professional Identity and Entrepreneurship

Please note that **Mauritius** campus can have an additional February (compressed) level 4 intake that will join level 5 in September. The sequencing of level 4 modules remains the same. This is a campus-wide exception to the academic calendar.

All modules at levels 4, 5 and 6 carry 30 credits. In order to secure a **BA Advertising, PR and Branding**, students need to achieve 360 credits. In order to secure a **DipHE Advertising, PR and Branding**, students need to acquire 240 credits at any level (120 at level 4 and 120 at level 5). In order to secure a **CerTHE Advertising, PR and Branding**, students need to acquire 120 credits at any level.

## **12.2 Levels and modules**

### **Level 4**

#### **Compulsory**

Students must take all of the following:

- APB1004 Communication Skills
- APB1005 Creative Workshops
- APB1006 Innovative Projects
- APB1007 Creative Media & Cultures

**Optional**

None

**Progression requirements**

Students must pass at least 90 credits to progress to Level 5. *To achieve Honours, failed credit will need to be repeated.*

**Level 5****Compulsory**

Students must take all of the following:

- APB2000 Audience Insights and Engagement
- APB2001 Brand Identity
- APB2002 Campaign Planning

**Optional**

Students must also choose 1 from the following:

- APB2003 PR and Content Creation (default choice)
  
- APB2004 Work Placement in the Creative Industries (by invitation only)

**Progression requirements**

Students must pass at least 210 credits to progress to Level 6. *To achieve Honours, failed credit will need to be repeated.*

**Level 6****Compulsory**

Students must take all of the following:

- APB3000 AI and Digital Communications and Marketing
- APB3001 Brand Management
- APB3003 Major Project
- APB3004 Professional Identity and Entrepreneurship

**Optional**

None

**Progression requirements**

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\*Please refer to your programme page on the website re availability of option modules

<b>12.3 Non-compensatable modules</b>	
<b>Module level</b>	<b>Module code</b>
6	APB3003 Major Project

<b>13. Information about assessment regulations</b>
<p>This programme will run in line with general University Regulations:</p> <p><a href="https://www.mdx.ac.uk/data/assets/pdf_file/0034/759256/FINAL-Regulations-2023-24.pdf">https://www.mdx.ac.uk/data/assets/pdf_file/0034/759256/FINAL-Regulations-2023-24.pdf</a></p> <p>For level 4 modules, students must submit and pass all assignments with a grade 16 or better.</p> <p>For level 5 and 6 modules, students must submit all assignments / assessment components in a module and will gain a pass for the module overall if the average mark for all components is grade 16 or better.</p>

<b>14. Placement opportunities, requirements and support (if applicable)</b>
<p>Students will have the opportunity to engage with industry-facing briefs to produce work of professional standards in a range of modules. Level 5 and 6 modules offer employability support such as crafting effective CVs, pitching ideas, performing well at job interviews, in collaboration with the University's employability services, such as MDXWorks (Hendon and online), CES (Dubai), MDX Mauritius Employability Service.</p> <p>The optional module, Work Placement in the Creative Industries (semester 2), is available to all Level 5 students, by invitation. Once students secure an appropriate internship or placement by commencement of the module, they can enrol to it and benefit from regular tutorials and support throughout its duration.</p> <p>The Level 6 Professional Identity and Entrepreneurship module is designed to support students in refining their CVs, enhancing job search strategies, improving interviewing skills, and honing other essential professional competencies. These include time management, teamwork, pitching ideas, and lifelong learning skills, all aimed at preparing our students for various internships, and job opportunities.</p> <p>Under our supported international mobility schemes, Hendon students can apply for a "Work Placement Abroad" under the new <a href="#">Turing Scheme</a> on level 5 or immediately after graduation.</p> <p>The <a href="#">Middlesex University Student Union (MDXSU)</a> also offer placements frequently and support students in spotting internal opportunities.</p>

## 15. Future careers / progression

We see significant numbers of our students graduating into professional APRB-related fields and developing quickly to be managers, working as

- Global Brand Manager
- Social Media Specialist/Manager
- PR manager
- Marketing Specialist
- Account/client services
- Copywriting
- Campaigning
- Creative Advertising
- Press Officer
- PR Executive
- Brand Management
- Digital Marketing
- E-commerce
- Media Executive
- Editorial services
- Events & Exhibitions Production Management
- Social Media Content Management and Promotion
- Social Media Marketing
- Social Media Community Manager
- Social Media Analyst
- Project Management
- Web Content Developer

Some students further pursue their academic studies for doing a master at MDX, other UK and international HE institutions.

We have students who become freelancers and influencers in the advertising, public relation and branding sectors, or develop their own businesses, including an Instagram influencer with 270k followers.

## 16. Particular support for learning

- Digital Media workshops with industry standard software for digital media production;
- Specialist equipment for promotional video production;
- Academic writing support from the Learner Enhancement Team (LET) is embedded in the curriculum for in at least one module in every year. Learning and teaching in the programme will also be supported by Student Learning Assistants, Subject Librarian, Disability and Dyslexia Support service, Academic Advising (Hendon only), visiting external presenters and collaboration with the University's employability services, such as MDXWorks (Hendon and online), CES (Dubai), MDX Mauritius Employability Service.



- These additional support opportunities will ensure that all students enjoy equality of opportunity during their studies at Middlesex, in an inclusive, supportive and diverse learning context that breaks down any barriers which might prevent students with disabilities from actively participating in student life.

<b>17. HECos code(s)</b>	<a href="#">100855</a> promotion and advertising 50% <a href="#">100075</a> marketing 25% <a href="#">100444</a> media and communication studies 25%
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<b>18. Relevant QAA subject benchmark(s)</b>	Communication, Media, Film and Cultural Studies
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<b>19. Reference points</b>	
<ul style="list-style-type: none"> <li>• 2019 Subject Benchmark Statement for Communication, Media, Film and Cultural Studies: <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4</a></li> <li>• 2023 Subject Benchmark Statement for Languages, Cultures and Societies: <a href="https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-languages-cultures-and-societies">https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-languages-cultures-and-societies</a></li> <li>• QAA Code of practice</li> <li>• QAA Framework for Higher Education Qualifications (FHEQ)</li> <li>• Middlesex University 2031 Learning Framework</li> <li>• Middlesex University Regulations</li> </ul>	

<b>20. Other information</b>

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## 21. Curriculum map for Advertising, PR and Branding

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### Programme learning outcomes

<b>Knowledge and understanding</b>	
A1	The history, practices and processes of the modern advertising, PR and branding industries (including research, planning, client services and creative) in the context of contemporary media and creative industries
A2	How different modes of qualitative and quantitative research inform both the theory and practice of advertising, PR, and branding;
A3	The way in which promotional strategies and techniques produce cultural meanings and social and political effects;
A4	The practical and commercial considerations of brand design and management in a variety of industry sectors;
A5	The key issues and major theoretical perspectives that underpin the academic study of promotional culture.
<b>Skills</b>	
B1	Engage critically with the major theories and intellectual paradigms relating to the practice and critique of advertising, PR and branding;
B2	Analyse the meanings of media texts using a range of methods appropriate to the programme ( eg: content analysis; data analytics; ethnography);
B3	Think creatively, researching and problem-solving in both practical and intellectual contexts;
B4	Contribute effectively in a team environment through self-awareness and empathetic engagement;
B5	Adapt to new working practices, emergent technologies and evolving consumer environments.
B6	Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres (e.g. advertising copy; press releases; brand design; campaigns)

Programme outcomes										
A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
Highest level achieved by all graduates										
6	6	6	6	6	6	6	6	6	6	6

Module Code and Title	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
APB1004 Communication Skills	x		x		x	x			x	x	x
APB1005 Creative Workshops		x	x	x		x	x				
APB1006 Innovative Projects	x			x				x		x	x
APB1007 Creative Media & Cultures	x		x		x	x		x			
APB2000 Audience Insight and Engagement		x	x		x		x	x		x	
APB2001 Brand Identity	x	x	x	x		x	x		x	x	x
APB2002 Campaign Planning			x	x				x	x		
APB2003 PR and Content Creation		x	x	x				x	x	x	x
APB2004 Creative Work Placement			x	x	x		x		x	x	
APB3000 AI, Digital Communications and Marketing	x	x		x			x		x	x	
APB3001 Brand Management	x	x		x		x	x	x	x		x
APB3002 Major Project		x	x		x	x	x	x	x	x	x
APB3003 Professional Identity and Entrepreneurship			x	x				x		x	x