

BA (Hons) Advertising
Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	Media School
Programme	Communications and Media (L042)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2019
QAA Subject Benchmark	Communication, media, film and cultural studies
UAL Subject Classification	Journalism, PR, media and publishing
JACS Code	W213 - Visual communication
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>Home/EU/International</p> <p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p>The standard minimum entry requirements for this course are:</p> <p>80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p>

- A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences).
- Pass at Foundation Diploma in Art & Design (Level 3 or 4).
- Merit, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, Business/ Business Studies, IT & Computing, Media).
- Merit at UAL Extended Diploma.
- Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Marketing, Humanities and Social Sciences).
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.

And 3 GCSE passes at grade 4 or above (grade A*-C)

APEL - Accreditation of Prior (Experiential) Learning

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience;
- The quality of the personal statement;
- A strong academic or other professional reference;
- A combination of these factors.

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English Language Requirements (International/EU)

IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main [English language requirements](#) page for more information.

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.

Selection Criteria

The details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:

- A considered interest and ambitions in advertising and related communications industries
- Open to experimentation in both practical and theoretical learning, to nurture a strong interest in visual imagery and changing technology
- An understanding of the need for a critical and analytical approach (through research and practice) to this area of study
- Commitment to the study and development of your own creative practice and subsequent career opportunities

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	21
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	25
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	14
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide you with the cognitive, creative, performance skills both theoretically and practically to support your study of advertising as a creative and dynamic activity
Aim	Help you develop a personal advertising communication methodology that enables you to examine, interpret, speculate and apply new and innovative approaches to communication.
Aim	Help you develop skills to demonstrate knowledge and apply a practical and critical understanding of contemporary issues surrounding advertising communications
Aim	Enable you to challenge existing forms of advertising communication through independent and collaborative enquiry.
Aim	Enable you to develop skills that will allow you to demonstrate effective visual, oral, performance skills in the theoretical and practical realisation of your creative work.
Aim	Equip you with the necessary transferable skills to developing a personal and professional approach to working alone or in a collaborative context in determining your professional future.
Outcome	Use a variety of cognitive, creative, performance and practical skills to systematically interrogate advertising and communications sources and materials to enable you to complete your studies (Enquiry)
Outcome	Examine, interpret and apply evaluative thinking and practice in relation to your chosen study of advertising and related fields. (Enquiry)
Outcome	Demonstrate a practical understanding of contemporary issues to include dominant and radical theories and principles in advertising communications and related areas (Knowledge)
Outcome	Challenge preconceptions of what is advertising and apply this in the practical, performance, oral and theoretical realisation of concepts (Process)

Outcome	Demonstrate effective visual, oral, performance and written communication skills in the production and presentation of ideas. (Communication)
Outcome	Demonstrate the ability to work in professional, collaborative and/or independent contexts such as developing good time management and planning skills. Also to anticipate and initiate career planning, including related further post graduate study at diploma, masters or PhD level. (Process, Realisation)

Distinctive Features	
1	BA (Hons) Advertising course is future facing and will not be limited by a conventional understanding of what is 'advertising' and instead aims to rewrite the field. To reflect this, the curriculum will explore a variety of media and communication platforms E.G. digital, ambient and social media communications
2	To underline the cutting edge ethos of the course, staff will be chosen for their experimental/ forward thinking approach to teaching.
3	We have in the past run Live Briefs with cash and internship prizes with clients such as Hostel World, Stephen Lawrence Trust and Colgate Palmolive.
4	We have featured industry and academic guest lectures from the likes of Sir John Hegarty, Rosie Arnold, Adrian Holmes plus countless bespoke and niche London agencies.
5	We run student trips to Creative Week, The One Show New York and Cannes Festival of Creativity.
6	We have close links with industry bodies such as D & AD and APG and ANDYs New York
7	Our students have secured Internship opportunities with agencies such as Portas, BBH London.
8	We feature student exchanges with Hong Kong Polytechnic and College of Advertising and Design, Brussels.
9	Our graduates have gone on to advertising related jobs with IE Agency, Google, Anomaly, Y&R and DDB Worldwide in New York.

Course Detail

The BA (Hons) Advertising course at LCC is different. We're about strategy and creativity; practice and research; academia and industry.

Strategy-Creativity

We believe that the advertising industry demands new thinking. The simple separation of creative and strategist is no longer relevant. In a world of networks and conversations, publishing platforms and social spaces, active audiences and augmented realities, brands, campaigns and communicators need creative strategy and strategic creativity.

Our students plan and deliver campaigns. They deliver content strategies and creative solutions. They plan before they persuade. They imagine before they image. They research before they write.

Our courses demand integrated thinking. Strategists must speak the language of creativity. Creatives must know see the bigger picture.

Our graduates add strategic thinking and conceptualisation to a creative brainstorm and add creative imagining to a planning meeting. They are strategic-creatives; creative-strategic.

Practice-Research

We believe that the way to do advertising research is through practice. Creating, experimenting and imagining are the methods we use to answer the big research questions that brands and agencies now face.

Our students experiment and play, try and fail. They explore technologies, media, platforms, spaces and content. They push what can be done with print and mobile, images and text to discover the liminal spaces where new advertising and communication will begin. They practice and learn through practice. They find the ethical, political, economic and social issues in contemporary communication through practice.

Our courses demand depth. YouTube is not a place to upload video, it is a platform for video-based content relationships. Its APIs are affordances to explore. Its protocols are limits to understand and use.

Our graduates offer their employers deep knowledge and understanding. They know possibilities and pitfalls because they have found them and fallen into them. They know that their learning through practice didn't stop when they graduated.

Academia-Industry

We believe that a degree in advertising is neither narrowly vocational nor narrowly academic. It is a concentrated experience of rigorous research and training, equipping our students with industry knowledge, in-depth academic understanding and a portfolio of practical and research skills that clients can use. Our faculty bring the skills necessary to deliver that particular mix. We have staff with PhDs and staff with industry experience and some with both.

Our students sit in lecture theatres and libraries. They work in digital labs and studios. They are asked to read papers and the trade press. They have to write essays and strategies. They develop storyboards and research questions. They discuss big data ethics and colourspace. They listen to philosophers and Creative Directors.

Our courses are not easily classifiable. They are not academic or industry-focused. They are not practical or research. Their assessments are not essay or project. Each and every Unit sits across industry and academic knowledge. Our courses at the boundary.

Our graduates are at the leading edge. They know the latest research and perspectives on the big questions. They have the latest thinking and findings to hand. They know what the industry is facing and where it is heading. And they have the skills, experience, tools and imagination to bring those two together.

Course Units

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

Each unit is credit-rated, the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Honours) degree.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

In Year One, more emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Under the Framework for Higher Education Qualifications the Levels for a BA are:

Level 4 (which is stage 1 of the course), Level 5 and Level 6.

There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed.

If you are unable to continue or decide to exit the course, a **Certificate of Higher Education (Cert HE)** will be awarded following the successful completion of Level 4, or a **Diploma in Higher Education (Dip HE)** following the successful completion of Level 5.

In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is **either** comprised of the marks from Level 6 units only, weighted according to their credits, or the highest graded 100 credits from level 5, at a weighting of 30%, and all 120 credits at level 6 with a weighting of 70%. Your classification is based on the highest result.

For more detailed information regarding your course's contact hours please check Moodle and '**My Contact Hours**', which can be accessed through

<https://mycontacthours.arts.ac.uk/course/1004>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page https://mytimetable.arts.ac.uk/timetable_navigate/

Learning and Teaching Methods

- Personal Tutorials
- Lectures
- Seminars
- Critiques
- Visits
- Workshops
- Holistic Learning

Assessment Methods

- Team projects
- Team Portfolios
- Advertising Pitch
- Presentations
- Creative project / artefact
- Reflective diary

- Written assignments

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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