

**BA (Hons) Advertising
Programme Specification 2022/23**

Awarding Body	University of the Arts London
College	London College of Communication
School	Media
Programme	LCC Communications and Media(L042)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2022
Course Entry Requirements	<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>104 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Distinction at Foundation Diploma in Art & Design (Level 3 or 4). • Distinction, Merit, Merit 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).

	<ul style="list-style-type: none"> • OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum <p>And 3 GCSE passes at grade 4 or above (grade A*-C)</p> <p>APEL - Accreditation of Prior (Experiential) Learning</p> <p>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:</p> <ul style="list-style-type: none"> • Related academic or work experience; • The quality of the personal statement; • A strong academic or other professional reference; • A combination of these factors. <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English language requirements</p> <ul style="list-style-type: none"> • IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. <p>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. Please check our English language requirements page for more information.</p>
Selection Criteria	<p>The details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> • 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.

	<ul style="list-style-type: none"> • 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.
<p>Scheduled Learning and Teaching</p>	<p>Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.</p> <p>Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Certificate of Higher Education	120

Year 2

Awards	Credits
Diploma of Higher Education	240

Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level

Level 4	21%
Level 5	19%
Level 6	13%
Total Scheduled Learning Split	17%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Help you to utilise cognitive skills of conceptual, practical and critical thinking and engage with major thinkers and debates within the advertising field to link theory with practice.
Aim	Help you develop skills to demonstrate intellectual curiosity, knowledge and apply a practical and critical understanding of contemporary issues surrounding advertising communications.
Aim	Enable you to develop and demonstrate effective visual, digital, oral, and critical analysis skills in the theoretical and practical realisation of your creative work through independent and collaborative enquiry.
Aim	Support 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, strategic, performance and practical skills to systematically interrogate advertising and digital communications sources and materials to enable you to complete your studies (Enquiry)
Outcome	Demonstrate a practical understanding of contemporary issues to include underpinning theories and principles in advertising communications and related areas (Knowledge)
Outcome	Challenge, analyse, evaluate and present a range of marketing data and sources for evidence-based decision making and advertising campaign planning (Process)
Outcome	Demonstrate effective visual, oral, critical analysis 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	FUTURE FACING AND INNOVATION BA (Hons) Advertising takes a future facing approach, blending a creative and strategic understanding of both today's and tomorrow's advertising practices and industries. We explore advertising in all its digital and traditional forms, with a focus on diversity, inclusivity, and the ethics and sustainability of advertising practice.
2	INDUSTRY LINKED Students benefit from our industry links with global brands such as Media Com, Mother, Portas, BBH London, Ogilvy and TikTok, and will work on live briefs plus attend industry guest lectures. We have close links with industry bodies such as Design and Art Direction (D&AD), the Account Planning Group (APG), the Branded Content Marketing Association (BCMA) and the Institute of Data and Marketing (IDM).
3	COLLABORATION AND GLOBAL OUTLOOK Our students collaborate with and have opportunities to study at our global university partners. These have included Ryerson University (Toronto), Hong Kong Polytechnic and the College of Advertising and Design (Brussels). In the past we have run student trips to Creative Week/The One Show New York and Cannes Festival of Creativity.
4	EMPLOYABILITY AND ENTERPRISE Students' employability skills are supported through an exploration of their own interests, by developing a portfolio of work and live industry briefs, and by mapping their creative skillsets to industry roles. There is also an option to pursue a year of industry experiences by enrolling onto the Diploma in Professional Studies (DPS) between the second and third year of the course. Our graduates have gone on to work in advertising with Apple, Google, TikTok and with agencies including Y&R London and DDB Worldwide.
5	EMBEDDED ACCREDITATION Our students have an opportunity to obtain a certificate in Digital Marketing from the Institute of Data and Marketing whose syllabus is embedded in the course.

Course Detail

With a focus on creativity, critical analysis, research and future-thinking, BA (Hons) Advertising will enable you to develop a solid understanding of the advertising and marketing communications industries.

Supported to develop your own strategic, innovative, ethical and sustainable advertising practice, you'll consider consumers from both behavioural and psychological perspectives, and explore other key aspects that will help you to make well-informed, tactical and strategic decisions when creating advertising campaigns.

You'll also develop your knowledge of both the practical and theoretical application of professional persuasive communication, and be encouraged to engage critically with practice and evaluation within the digital environment.

What to expect

This course will support you to:

- Learn advertising by doing and making, supported by critical transferrable and employability skills.
- Make choices to develop your subject interests across different option units.
- Understand the development of advertising and marketing communications industries, along with their contributions to commerce, culture and society, and including approaches to audiences and their behaviour.
- Apply research and evaluation in creative advertising campaigns.
- Develop strategic and creative approaches to advertising for digital media, social media, television, radio and print.
- Practice contemporary techniques using current and emerging advertising and digital marketing tools, work collaboratively with peers on and outside your course, and tell stories using the power of image and sound.

Industry experience and opportunities

With employability embedded throughout the course, you'll gain industry experience through opportunities to work on live briefs and connect with industry speakers, guests and alumni. You'll also build skills in audio-visual and digital content creation that support effective communication for change.

In Year 2, the Professional Industry Practice unit will support you to apply for placements and collaborative opportunities through areas such as CV writing and interview workshops. In Year 3, the Creative Futures unit will support you to develop your online

professional profile, network with industry professionals, and develop strategies for working in the creative industries.

Previously, graduates from BA (Hons) Advertising have secured roles in global media companies such as Google, Vice, BBH, Droga5, Y&R London, AKQA, AMV BBDO and Twelve, and have been offered paid placements and internships at agencies including Portas, JWT London and MBA. Graduates of this course have also launched their own marketing and creative content consultancies or are pursuing freelance careers.

Additionally, you'll have the opportunity to undertake the [Diploma in Professional Studies](#) or the [UAL Diploma in Creative Computing](#) between Years 2 and 3 to enhance your learning experience and employability skills.

Mode of study

BA (Hons) Advertising runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

In common with all courses at University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Advertising qualification, you need to accumulate a total of 360 credits.

Year 1

Introduction to Advertising (20 credits)

This unit will welcome you to your course and introduce you to our learning approaches. We'll introduce the UAL Creative Attributes Framework as a tool for understanding your university journey and feature sessions on independent study, collaboration, academic writing and academic conduct. You'll also be introduced to the key topics that will be developed throughout your course.

Applied Advertising and Concepts (20 credits)

This unit will introduce you to histories of advertising, along with consumer and marketing theories and debates which relate to the field. You'll learn about the development of 20th- and 21st-century ideas in advertising, media and visual communications, and explore common themes and connections between advertising and culture.

Creative Foundations (20 credits)

Through a series of creative and technical workshops, this unit will provide a foundation for understanding and engaging with the creative process, from the early stages of creative thinking and skills development to realising and finalising creative outputs.

Persuasive Storytelling in Advertising (20 credits)

You'll explore how successful advertisers of the past and present have defined their particular view of the world, and develop your own set of working practices and skills that will prepare you to produce work that can compete in the industry of the future.

Media, Communications and Culture (20 credits)

This unit will introduce you to the broad field of communication studies by mapping and applying key theories and approaches. You'll explore ways of thinking about the formation, transformation, and influence of the communications industries, and contextualise contemporary debates about related practices, texts and users.

Platforms and Social Media (20 credits)

Providing an important foundation for understanding different platforms and social media from a range of socio-cultural perspectives, this unit applies project-based learning to not only examine their complexity, but also to consider how they can be used for promotional and creative communication.

Year 2

Consumer Intelligence and Brand Engagement (20 credits)

You'll be introduced to a wide range of consumer research studies in order to analyse consumer behaviour and psychology, which will lead to persona construction, customer journey mapping and behavioural economics. You'll learn how to define and analyse consumers against a set of classifications, which will enable you to make effective decisions on behalf of brands, corporations and entrepreneurs.

Professional Industry Practice (20 credits)

Supporting you to prepare for a career in advertising and creative communications, within the creative media industries, this unit will introduce different modes of working in the professional landscape. You'll be encouraged to reflect on your own interests and

creative skills in relation to employability, and to explore industry-based experiences such as placements, internships, live briefs, and freelance working.

Global Media Businesses, Practices and Cultures (20 credits)

You'll examine the changing ways in which global communications are organised, the connections between business and cultural aspects of the media and creative communications industries, and their relationship to wider processes of economic, political, social and cultural change.

You'll also consider different work practices in the creative and cultural industries, and identify the competencies and behaviours required to work successfully within them.

Digital Strategy (20 credits)

In this unit, you'll explore integrated approaches to social media, multimedia and interactive media by planning, executing and evaluating a complete digital campaign. You'll also have the option to study for an additional industry-accredited qualification with the Institute of Data and Marketing (IDM).

Communication Research Methods (20 credits)

You'll be introduced to the research process by learning methods for data gathering and data analysis. With a focus on research outcomes, you'll be supported to then apply these techniques to your written work as well as your creative practice, and to propose a research project in your final year.

Level 5 Option Unit (20 credits)

This unit will enable you to choose an option that supports the further development of your creative production skills.

Recent units offered have included:

- Content Creation: Digital and Web
- Content Creation: Film and Video
- Content Creation: Podcasting and Audio
- Professional Skills: Building Brands
- Professional Skills: Data and Social Media Analysis
- Professional Skills: Influencer Marketing Communications

Year 3

Dissertation (40 credits)

In this unit, you'll undertake an independent research project based on a question relating to the contemporary advertising industry, which can be accompanied by an incorporated creative project.

Final Major Project (40 credits)

You'll develop several content-led solutions for various brands and products using creative practice and strategic thinking in response to your clients' challenges.

Creative Futures (20 credits)

In this unit, you'll explore potential career options and postgraduate opportunities to prepare for life after graduation.

Reflecting on your journey throughout the course, you'll identify your skills, strengths and aptitudes alongside your aims and ambitions for the future before producing a 12- to 18-month action plan to help you consider your next steps.

Level 6 Option Units (20 credits)

You'll have the opportunity to choose from a range of research-based options and specialist topics to develop your interests across media and communications.

The following units will be offered each year:

- Critical Sound Cultures
- Futures Thinking
- Information Warfares: Misinformation, Conspiracy and Extremism
- Love in a Digital Age
- Special Topics*

*Your selection of special topics may potentially include:

- Comedy and Satire in Media and Communications
- Community Management
- Digital Humanitarianism
- Food Cultures
- Global and Indigenous Media
- Rhetoric, Media and Political Communication

Optional Diploma between Years 2 and 3

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

Diploma in Professional Studies (DPS) (Optional)

An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking time out for industry experience. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing (Optional)

Between Years 2 and 3, you can undertake the year-long Diploma in Creative Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Advertising (with Creative Computing).

Learning and Teaching Methods

- Lectures
- Seminars
- Tutorials
- Workshops
- Project work
- Individual and group work
- Self-directed learning
- Critiques
- Industry guest speakers
- Study trips and visits as appropriate
- Assessed assignments
- Online learning
- Peer learning

Assessment Methods

- Reports and essays
- Individual and group projects
- Individual and group portfolios
- Advertising pitches
- Audio-visual content creation

- Presentations
- Research projects including dissertation and Final Major Project
- Reflective statements
- Formative Assessment

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level descriptors
- University of the Arts London Access and Participation Plan
- University of the Arts London guidance for inclusive, teaching and learning
- University of the Arts London Creative Attributes Framework (and Digital Creative Attributes Framework)
- The London College of Communication policies and initiatives
- UK Quality and Assurance Agency (QAA) UK Quality Code for Higher Education
- UK Quality and Assurance Agency (QAA) benchmark statement for Communication, Media, Film and Cultural Studies 2019
- Course forums whereby students on this and similar courses had direct input into course design and structure
- External academic peer review
- Internal academic peer review
- Industry feedback

Course Diagram

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15		Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31																		
Level 4 – Year 1																																																	
Block 1 - Foundations																End of Block Activities Week	Block 2 - Exploration																																
Introduction To Advertising (20 credits)				S														Persuasive Storytelling in Advertising (20 credits)								S																							
Creative Foundations							S	Creative Foundations (20 credits)							S																																		
Applied Advertising and Concepts (20 credits)											S																																						
Level 5 – Year 2																		Block 4 - Investigation																															
Consumer Intelligence and Brand Engagement (20 credits)											S																																						
Professional Industry Practice (20 credits)										S																																							
Global Media Businesses, Practices and Cultures				S	Global Media Businesses, Practices and Cultures (20 credits)							S																																					
Level 6 – Year 3																		Block 6 – Launch																															
Dissertation (40 credits)												S																																					
Level 6 Option Unit (20 credits)								S																																									
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S = Summative Assessment

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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