

MA Advertising

Programme Specification 2019/20

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| Awarding Body | University of the Arts London |
| College | London College of Communication |
| School | University of the Arts London |
| Programme | Communications and Media (L042) |
| FHEQ Level | Level 7 Masters |
| Course Credits | 180 |
| Mode | Full Time |
| Duration of Course | 1 year |
| Valid From | September 1st 2019 |
| QAA Subject Benchmark | Communication, media, film and cultural studies |
| UAL Subject Classification | Journalism, PR, media and publishing |
| JACS Code | N561 - Advertising |
| UCAS Code | N/A |
| PSRB | N/A |
| Work placement offered | N/A |
| Course Entry Requirements | <p>An applicant will normally be considered for admission if they have achieved an educational level equivalent to an honours degree, preferably at 2:1 level, in advertising, marketing, communications, social sciences, art and design, or humanities subjects.</p> <p>This educational level may be demonstrated by:</p> <ul style="list-style-type: none"> • Honours degree (named above); • Possession of equivalent qualifications; • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required; • Or a combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to formal qualifications otherwise required. |

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| | <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• OR 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>Language requirements</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.</p> <ul style="list-style-type: none">• IELTS 7.0 (or equivalent) is required, with a minimum of 6.0 in each of the four skills.• If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page. |
| Selection Criteria | <p>Applications are assessed against the following selection criteria:</p> <ul style="list-style-type: none">• Evidence of prior knowledge and/or experience of Advertising that would indicate potential to successfully complete the programme of study• An academic or professional background in a relevant/ related subject |

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| | <ul style="list-style-type: none">• An evident commitment to developing creative practice whilst academically engaging with the subject• Effective communication of intentions, purposes and issues |
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Awards and Percentage of Scheduled Learning

Year 1

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| Percentage of Scheduled Learning | 13 |
| Awards | Credits |
| Postgraduate Certificate (Exit Only) | 60 |
| Postgraduate Diploma (Exit Only) | 120 |

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

| Aim/Outcome | Description |
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| Aim | Develop your intellectual, imaginative, creative and aesthetic skills through the synthesis of theoretical and practical approaches to Advertising |
| Aim | Provide you with a conceptual framework to understand the strategic and operational nature of Advertising and its contexts |
| Aim | Provide you with a systematic understanding of the major and emergent communication theories and business principles that underpin Advertising practice |
| Aim | Critically engage with theories of consumer behaviour and psychology, including the role of persuasion and influence, and critically assess methods for researching and measuring the impact of advertising |
| Aim | Develop your understanding of the impact the media, society and culture has on Advertising and in turn the role Advertising plays in shaping society and culture |
| Aim | Provide you with the necessary skills to produce practice-based creative projects |
| Aim | Develop your personal professionalism, independence of judgment, and foster an enquiring and analytical approach to the study and practice of Advertising |
| Aim | Develop advanced research, critical, and analytical skills through evaluating advanced scholarship in the discipline and the use of reflection and analysis |
| Aim | Demonstrate improved self-awareness, openness and sensitivity to diversity in terms of the range of global advertising styles, cultures and practices as well as business and communication issues |
| Outcome | Apply comprehensive in-depth knowledge and a high-levels of professional skill to develop, implement and evaluate a range of Advertising activities (Knowledge); (Enquiry) |

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| Outcome | Deal with complex briefs both systematically and creatively, making sound research-based judgements, and communicating conclusions (Knowledge); (Enquiry); (Communication); (Process) |
| Outcome | Demonstrate a comprehensive and critical awareness of the relationships between social, cultural, and technological issues and Advertising practice (Knowledge); (Enquiry) |
| Outcome | Demonstrate a clear understanding of the role of Advertising in shaping cultural values and attitudes (Knowledge); (Enquiry) |
| Outcome | Apply theoretical models and demonstrate conceptual understanding of a range of Advertising practices (Enquiry); (Knowledge); (Process); (Communication) |
| Outcome | Demonstrate self-direction and professionalism in tackling and solving advertising and communication related problems (Enquiry); (Process); (Communication) |
| Outcome | Show personal responsibility, initiative and skills as an independent and self-critical learner and practitioner (Process); (Communication); (Realisation) |
| Outcome | Deploy verbal, visual and written communication using a variety of media (Communication); (Enquiry); (Realisation) |
| Outcome | Demonstrate a good working knowledge of current advertising-related technologies and an appreciation of what future trends are likely to be (Enquiry); (Knowledge) |
| Outcome | Produce competent and creatively persuasive Advertising work (Process); (Enquiry) |

| Distinctive Features | |
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| 1 | The course is taught by a team with backgrounds in advertising, technology, and the arts |
| 2 | A strong emphasis on developing creative work alongside academic analysis |
| 3 | Guest lecture programme featuring industry experts |
| 4 | The course features an advisory board comprising professionals from the advertising industry |
| 5 | You benefit from other creative activity that goes on at LCC from photography shows to film screenings making LCC a vibrant learning environment |
| 6 | The development of a Graduate School within the College will create the opportunity for collaboration across courses |

Course Detail

MA Advertising is a full-time Course, delivered in the Media School. The course will give you the skills and knowledge to enter advertising or other related media, creative, and communication industries in a variety of potential job roles in both the commercial and not-for-profit sectors. The course will enable you to develop the intellectual abilities and to gain relevant experience needed for work within constantly changing and challenging work environments. In particular, it blends academic rigor with the opportunity to develop practical skills that will give you invaluable insight into key aspects of advertising and other related creative and media industries.

If you are interested in careers in advertising, the creative, cultural, or communication sectors, in professional research and analysis, or, more broadly, you want to become a more critical and strategic thinker MA Advertising is for you. The course will also develop your skills in academic research allowing you to further your studies at Doctoral level should you wish to do so.

The course will provide you with a systematic understanding of the major and emergent communication theories and business principles that underpin Advertising practice and combines up to the minute thinking on advertising with practical project work. The blend of theory and practice is designed to give you in-depth critical insight into both the industry itself (along with wider social and cultural trends) and to the practical work you undertake on the course. Each of the units of study is designed so that you can develop your own creative practice through critically supportive engagement with tutors and your peers and to relate this to the challenging theoretical concepts covered on the course. Your learning will be supported by teaching from the course team, external specialists, and practitioners from industry.

At the same time you will benefit from the location of the course within an arts environment where the emphasis on practice-based creativity provides an inspirational context for your own work on the course and in your future career.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits, with the maximum unit size being 60 credits.

The MA course structure involves six units, totalling 180 credits. If you are unable to continue or decide to exit the course, there are two possible exit awards; a **Postgraduate Certificate** will be awarded on successful completion of the first 60 credits and a **Postgraduate Diploma** will be awarded on successful completion of the first 120 credits.

In order to be awarded a Master Degree you must successfully complete 180 credits. The final award classification is comprised of the marks from the final major project unit only.

Learning and Teaching Methods

- Lectures/large group learning:
- Workshop & seminar learning:
- Academic tutorials:
- Self-directed learning:
- Outside speakers and visits:
- Assessed assignments

Assessment Methods

- Written essays and reports
- Practice-based work developed across a range of different media
- Oral presentation
- Research projects
- An extended piece of critical and reflective writing in the form of a dissertation

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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