

MA Advertising

Programme Specification 2020/21

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 2020

Course Entry Requirements

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.

This educational level may be demonstrated by:

- 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.

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

	<ul style="list-style-type: none"> • 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>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</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 • An evident commitment to developing creative practice whilst academically engaging with the subject • Effective communication of intentions, purposes and issues
Scheduled Learning and Teaching	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p>

Definitions of our learning and teaching modes can be found [here](#).

Awards and Percentage of Scheduled Learning

Year 1

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
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)

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	
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 works in partnership with industry and takes a practice-research approach to explore the future of advertising.

You will examine the challenges the industry currently faces and consider how to make the most of new opportunities. Through a series of briefs and projects developed and delivered in partnership with leading industry players such as [Advertising Week Europe](#), [MediaCom](#) and global consultancy Genius/Steals you will develop a portfolio that combines strategy and creativity.

What can you expect?

You will learn new ways of conducting research and apply new approaches such as practice-research, speculative design and design fictions. You will find new ways of understanding audiences, mapping user journeys and finding insights.

You will read, think, make and write. You'll engage with industry news and commentary as well as academic research and critical theory. You'll write short copy tweets, long copy ads, business reports and academic critiques. Exploring a range of technologies, you might make a film, print advertisement, augmented reality app or voice bot.

You will find and create new forms of content and content relationships fit for a complex future. You will understand how to push the boundaries of the brief, challenge the norms and discover the future.

In your final major project, you will bring all your learning together to develop and deliver an in-depth practical investigation into a contemporary industry issue identified by one of our industry partners.

You will deliver that project in a style and format fit for industry. You will research and write and make for industry. You will be an industry expert.

Work experience and opportunities

By the time you graduate you will be an 'advertising futurist' set to work with brands and organisations to develop creative strategies fit for tomorrow. You will be ready to prepare clients for what is around the corner. You will be able to offer an employer (the brand, the agency, the client) effective solutions for tomorrow's problems, today.

As one of our partners says:

“Committed as we are to developing and attracting new talent to our industry, Advertising Week Europe is proud to partner with Paul Caplan and the team at LCC.

Over the past four years we have worked ever more closely with the college, developing aspects of the course and setting consumer and business briefs to both postgraduate and undergraduate students.

Throughout our partnership, the ideas and talent we’ve seen amongst the students have been impressive and Paul’s passion for working with industry for the benefit of the course and his students’ future careers is visionary.

Our most recent collaboration saw the best performing students appear on stage once again during Advertising Week, taking part insightful and thought provoking panel discussion on the importance of diversity within the industry and how business and academia should work together to achieve this.”

- Rebecca Eaves - Director, Advertising Week Europe

Mode of Study

MA Advertising is in Full Time mode which runs for 45 weeks over 15 months. You will be expected to commit 40 hours per week to study.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The MA course structure involves six units, totalling 180 credits.

Autumn, Term 1

Advertising Industries and Practices (40 credits)

This unit provides the foundation for the whole degree. You will study the advertising industry in relation to the wider media and creative landscape. You will analyse the political, economic, technological and social changes rocking the industry.

Alongside developing this knowledge and critical understanding, you will develop the practical skills needed to deal with those changes through a series of creative and strategic briefs.

In 2018-19, MA Advertising students worked at [AW360](#) and with [Advertising Week Europe](#). The best student projects were presented at the event before an industry audience. The students also entered (and won) student industry competitions like [D&AD](#).

Innovative Methods (20 credits)

Great advertising demands great research. In this unit you'll explore ways of understanding audiences, developing personas and user journeys and discovering insights that go beyond the traditional survey, interview and focus group.

Whether through improvisation games, prototyping, diary studies, storytelling or any number of speculative methodologies, you'll bring creativity into the service of strategy.

In 2018-19, MA Advertising students worked with New York conversation design agency [Xandra](#), researching various audiences for voice assistants like Alexa.

Advertising Futures (20 credits)

In this unit you will imagine the future or possible futures. You'll bring together your knowledge of the current and developing state of the industry you are exploring in the Creative Industries together with the speculative ways of doing research, explored in the Innovative Methods unit. You will create a fiction that explores the future of advertising.

In 2018-19, MA Advertising students worked with The Telegraph's [Technology Intelligence](#), creating Black Mirror-style design fiction branded content exploring the implications of new media technologies.

Spring, Term 2

Creative Industries (continued)

Creative Laboratory (20 credits)

This unit explores an emerging media space or technology. Each year, together with our industry partners, we select something new to look at. You will take that technology or space apart – analyse and explore its affordances, find its limits and develop a creative-strategic solution to an industry brief.

You might examine how the real and the digital can combine to create an impactful experience. You might investigate how stories change in an interactive voice space. Alongside this practice-research, you will use critical theory to analyse areas such as techno-capitalism, the materiality of the digital, the anthropocene, the power of narrative and language, as well as many other issues.

In 2018-19, MA Advertising students worked with [MediaCom](#) on developing voice prototypes for one of the agency's clients.

Collaborative Unit (20 credits)

In the Collaborative Unit you work with other students across LCC.

Summer, Term 3

Final Major Project (60 credits)

Your Final Major Project is more than an academic exercise. Here you will bring together all your learning and experimentation to investigate a contemporary issue through research and practice. You'll create a report designed to be read by industry.

Your Final Major Project is your major statement. It will be an innovative piece of work that, along with your portfolio, will enable you to go into an interview with real future-facing work to talk about.

In 2018-19, MA Advertising students investigated contemporary advertising issues identified by [Genius Steals](#) - including 5G, Smart Out-of-home; experiential marketing; creative data and many other topics that Genius Steals' clients ask them about.

Your assessed units will be supported by a range of other activities including: visiting speakers, live briefs, book clubs, and Adobe Suite classes.

MA Advertising students have had workshops with tech companies [Blippar](#) and [Random42](#) and [Unruly](#); agencies and businesses including Facebook and MediaCom and VUXWorld; worked on live briefs for [One Young World](#), Procter & Gamble and [Water Aid](#), and attended D&AD Festival, Advertising Week Europe and Advertising Week New York.

Autumn, Term 4

Final Major Project (continued)

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.

Learning and Teaching Methods

- Lectures:
- Workshops & seminars:

- Tutorials:
- Self-directed learning:
- Guest speakers (as applicable):
- Formative and summative assessment

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

© 2020 University of the Arts London