

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) / BSC (HONS) ADVERTISING

AND

**BA (HONS) / BSC (HONS) ADVERTISING
WITH PROFESSIONAL PRACTICE YEAR**

PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21

This programme specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the course and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the unit descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts. ¹			
Teaching Body	University for the Creative Arts			
Final Award Title and Type	Bachelor of Arts (Honours) OR Bachelor of Science (Honours)			
Course Title	Advertising OR Advertising with Professional Practice Year			
Course Location	Epsom Campus			
Length	Length: Full-time - 3 years OR Full-time + Professional Practice Year - 4 years			
Mode of Study	Full-time	X	Part-time	
Period of Validation	2020/21 – 2022/23			
Professional, Statutory or Regulatory Body	None			
Type of Accreditation	n/a			
Accreditation due for renewal	n/a			
<p>Entry criteria and requirements</p> <p><i>BA (Hons) / BSc (Hons)</i></p> <p><i>BA (Hons) / BSc (Hons) with Professional Practice Year</i></p> <p>For entry to one of these courses you require one of the following:</p> <ul style="list-style-type: none"> • 112 new UCAS tariff points (see accepted qualifications on UCA website); • Pass at Foundation Diploma in Art & Design (Level 3 or 4); • Distinction, Merit, Merit at BTEC Extended Diploma; • Merit at UAL Extended Diploma; • 112 new UCAS tariff points from an accredited Access to Higher Education Diploma; <u>or</u> • 27-30 total points in the International Baccalaureate Diploma with at least 15 IB points at Higher level <p>AND four GCSE passes at grade A*-C <u>or</u> grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2), or equivalent</p>				

¹ Regulated by the Office for Students

Non-standard Entry

Other relevant and equivalent UK and international qualifications are considered, and we encourage students from diverse educational backgrounds to apply. For international qualifications, see <https://www.uca.ac.uk/international/equivalent-qualifications/>

If you have faced difficulties that have affected your performance, occasionally we will make offers which are lower than the standard entry criteria. In these cases, entry is based on a discussion with you as well as your grades, and a strong desire to study this course and evidence of potential through a portfolio or work experience is especially important.

English Language Requirements

If you are applying for a Tier 4 student visa and your first language is not English, you will need to take a test to prove your English language ability – this is called a Secure English Language Test.

For a full list of the English language requirements for different entry points to this course, please see: <https://www.uca.ac.uk/international/non-eu/study/english-language-requirements/>

If you need a Tier 4 visa, you do not need to take a SELT if one of the following applies:

- you are a national of a majority English speaking country and have taken your academic qualifications in that country; or
- you have completed a Bachelor's Degree in a majority English speaking country within the last two years

For a list of majority English speaking countries to which these exemptions apply, see: <https://www.gov.uk/tier-4-general-visa/knowledge-of-english>

Overall methods of assessment	Written exams	Practical exams	Coursework
Stage 1 - First Year	0%	0%	100%
Stage 2 - Second Year - BA / BSc (Hons)	0%	0%	100%
Stage 2 - Second Year - BA / BSc (Hons) w PPY	0%	0%	100%
Professional Practice Year (optional)	0%	0%	100%
Stage 3 - Third Year	0%	0%	100%
Overall Learning & Teaching hours	Scheduled	Independent	Placement
Stage 1 - First Year	36%	64%	0%
	432 hours	768 hours	0 hours
Stage 2 - Second Year - BA / BSc (Hons)	27%	48%	25%
	324 hours	576 hours	300 hours
Stage 2 - Second Year - BA / BSc (Hons) w PPY	36%	64%	0%
	432 hours	768 hours	0 hours
Professional Practice Year (optional)	0%	20%	80%

	0 hours	240 hours	960 hours
Stage 3 - Third Year	24%	76%	0%
	288 hours	912 hours	0 hours

General Information about the course

General level of staff delivering the course

The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either a Masters degree or equivalent professional practice in a relevant discipline or field.

All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline.

All Lecturers and Senior Lecturers undertake scholarship in their disciplines.

There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support and development.

Language of Study

English

Qualification Frameworks

Framework for Higher Education Qualifications (November 2014)

Subject/Qualification Benchmark Statement

Communication, Media, Film and Cultural Studies (November 2019)

Business and Management (November 2019)

Advice and Guidance

UK Quality Code - Advice and Guidance: Workbased Learning (November 2018)

Course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards.

Unit Code	Unit Title	Level	Credits	Core / Elective BA	Core / Elective BSc
-----------	------------	-------	---------	-----------------------	------------------------

Stage 1 - First Year*

XXXX40XX	Business Bootcamp 1: Design Thinking	4	0	Core	
XXXX40XX	Advertising: Theories & Histories	4	15	Core	
XXXX40XX	Foundations of Marketing & Communications	4	15	Core	
XXXX40XX	Creative Studio 1: Analogue Design	4	15	Core	
XXXX40XX	Business Seminar 1: Understanding Consumers	4	15	Core	
XXXX40XX	Business Bootcamp 2: R&D	4	0	Core	
XXXX40XX	Brand Identity	4	15	Core	
XXXX40XX	Understanding Trends & Forecasting	4	15	Core	
XXXX40XX	Creative Studio 2: Digital Design	4	15	Core	
XXXX40XX	Business Seminar 2: Business Analytics	4	15	Core	
Stage 2 - Second Year					
XXXX50XX	Business Bootcamp 3: Storytelling & Narratives	5	0	Core	
XXXX50XX	Critical Analysis with English for Academic Purposes 1	5	15	Core (Y2 Direct Entry)	
XXXX50XX	Art Direction	5	15	Core	
XXXX50XX	Copywriting	5	15	Core	
XXXX50XX	Advertising in Virtual and Augmented Reality	5	15	Core	
XXXX50XX	Business Seminar 3: Professional Practice	5	15	Core	
XXXX50XX	Business Bootcamp 4: Exploring Innovation	5	0	Core	
XXXX50XX	Critical Analysis with English for Academic Purposes 2	5	15	Core (Y2 Direct Entry)	
XXXX50XX	Creative Studio 3: Creative Advertising			Core	
XXXX50XX	Identity and Marketing	5	15	Elective	N/A
XXXX50XX	Media Planning & Buying	5	15	Elective	
XXXX50XX	Behavioural Studies and Consumption	5	15	Elective	
XXXX50XX	Professional Placement <i>Please note: The Professional Placement unit is not available to students on Professional Practice Year pathway.</i>	5	30	Core	
XXXX50XX	Creative Innovation <i>Please note: This is only available to students on the Professional Practice Year route</i>	5	15	Core (PPY)	
XXXX50XX	Industry Lecture Series <i>Please note: This is only available to students on the Professional Practice Year route</i>	5	15	Core (PPY)	
Professional Practice Year (Optional)					
XXXX50XX	Professional Practice Year: Part 1	5	60	Core (PPY)	
XXXX50XX	Professional Practice Year: Part 2	5	60	Core (PPY)	
Stage 3 - Third Year					
XXXX60XX	Business Bootcamp 5: Research & Methodologies	6	0	Core	
XXXX60XX	Advertising: Contemporary Issues	6	15	Core	
XXXX60XX	Advertising: Global Industry & Futures	6	15	Core	

XXXX60XX	Creative Business Start-up	6	15	Elective	N/A
XXXX60XX	Advertising Evaluation	6	15	Elective	Core
XXXX60XX	Business Seminar 4: Strategy & Decision Making	6	15	Core	
XXXX60XX	Business Bootcamp 6: Developing Enterprise	6	0	Core	
XXXX60XX	Advertising Leadership Lab	6	15	Core	
XXXX60XX	Degree Project	6	45	Core	

* Students will be required to decide between the BA or BSc pathway at the end of Year 1.

Section B - Course Overview

The advertising course captures the art of great and effective advertising and launches it into the future. Your course will help you develop creative, commercial, and practical skills, helping you achieve your full potential and preparing you as a future pioneer in the global advertising industry.

This is a serious, fast paced and engaging business. By learning to deconstruct and critiquing some world-renowned advertising you'll understand how to construct, inform and develop your own work. This will also enable you to develop innovative strategies and respond to the many dynamic challenges facing advertising professionals in today's marketplace.

What to expect

The course combines strong creative practice with technical skills that will underpin the extensive development of your academic and theoretical knowledge of the global advertising industry.

The curriculum emphasises creativity and design outputs which are supported by financial literacy, data investigations and the application of a variety of analytical models to solve problems and make informed decisions in the development of the look, feel and placement of your advertising campaigns.

Year 1 focuses on developing your analogue and digital design skills. Alongside this you will explore the historical and current place of advertising in a crowded digital marketing landscape and its use as an integral part of marketing campaigns.

Year 2 deepens your investigation into the creative, personal and business aspects of advertising. While you will continue to focus on your creative development, your exploration of advertising begins to focus on the client requirements and your role as an emerging advertising professional.

Year 3 provides an opportunity to explore the cutting edge of advertising as a global industry. You will develop your own major degree project, undertake trips to major international centres of advertising and prepare for your career in professional practice.

Highlights

- Located in a small specialist institution, and as part of the only Business School in the UK devoted to the study of the Creative Industries, you will develop your skills in conversation with the widest possible community of future creative business leaders.
- Studying with access to London and the South-East as the hub of the UK's advertising industry, but with the distance and separation to concentrate on your creative development, UCA Epsom is the perfect location to explore your passion for advertising.
- Our compulsory professional placements, and optional professional practice year, equip you to be the adaptable, resilient, globally minded, confident, entrepreneurial, and digitally savvy professional so in demand in the contemporary workplace.

- Instructed by a mixture of cutting-edge academic staff and experienced industry professionals, you will have the opportunity to learn real-world skills beyond the classroom through visits, networking and placements.
- Opportunities to enter prestigious international competitions like D&AD New Blood Awards, Cannes Young Lions, the course is focused on building your network and position within a fast-paced and competitive industry.

Section C - Course Aims

This course aims to:

- Develop the creative, intellectual and practical skills necessary for students to present solutions to complex problems faced by the contemporary advertising industry.
- Provide students with an in-depth knowledge and understanding of the historic and contemporary frameworks which underpin the contemporary professions of advertising.
- Enable students to identify, analyse and make recommendations for a range of advertising issues experienced in professional practice.
- Develop subject related practical skills in design, art direction, copy writing and media practice which can underpin a future career in advertising.
- Develop an understanding and sensitivity to ethical considerations that arise in the practice of advertising particularly around the UN Sustainable Development Goals.
- Prepare students for graduate employment, research, further study and lifelong learning by developing their intellectual, practical and transferable skills.

Section D - Learning Outcomes

BA (Hons) Advertising

Upon successful completion of the course, students will be able to:

Knowledge

- KU1. Understand how the specific features of campaigns and media work together to inform strategy, production in a range of advertising models and structures.
- KU2. Discuss and apply a coherent and detailed knowledge of advertising industry its people, creative and business models.
- KU3. Debate current professional opinion and research about advertising issues, and changes that may affect their development in the near or mid-term future.

Application

- PS1. Use in-depth information to analyse complex problems and suggest creative (sometimes original) solutions appropriate to professional advertising contexts.
- PS2. Manage creative outputs, art direction, and advertising information to identify and respond to changing briefs in a range of advertising contexts.
- PS3. Evaluate critically arguments and information (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to advertising problems.

- PS4. Apply a range of methods and techniques to review, consolidate, and extend their knowledge, skills and attitudes to make decisions regarding advertising.

Skills

- TS1. Initiate and carry out projects - exercising initiative and personal responsibility - to enable advertising to achieve defined strategic goals.
- TS2. Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.
- TS3. Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

BSc (Hons) Advertising

Upon successful completion of the course, students will be able to:

Knowledge

- KU1. Understand how the specific features of campaigns and media work together to inform strategy, production in a range of advertising models and structures.
- KU2. Discuss and apply a coherent and detailed knowledge of advertising industry its people, creative and business models.
- KU3. Debate current professional opinion and research about advertising issues, and changes that may affect their development in the near or mid-term future.

Application

- PS1. Employ in-depth quantitative and qualitative data to analyse complex problems and propose solutions appropriate to professional advertising contexts.
- PS2. Assess markets, plan and purchase media, manage art direction, and communicate business needs in a range of advertising contexts.
- PS3. Evaluate critically arguments and data (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to advertising problems.
- PS4. Apply accurately a range of quantitative and qualitative methods and techniques to make decisions regarding advertising.

Skills

- TS1. Initiate and carry out projects - exercising initiative and personal responsibility - to enable advertising to achieve defined strategic goals.
- TS2. Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.
- TS3. Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

Section E - Learning, Teaching and Assessment

Learning and Teaching

At the Business School for the Creative Industries, we are about “Putting Creativity to Work”, and we believe our graduates should be able to contribute at the highest level in the professional environments that they will join upon graduation.

Our rich and inclusive curriculum is continually reviewed in consultation with our students to take account of new developments, seeking to keep the programme exciting and lively. A range of methods is used to actively engage students, including problem solving and enquiry-based learning, industry research and peer-assisted learning. Formative assessment develops key aims during the progress of a unit.

The learning and teaching on your course will include:

- Contact Hours

Lectures (usually groups of between 25 and 200+), seminars (usually within groups of less than 25), learning groups (usually groups of between 6 to 8): and technical skills sessions to develop your hard and soft skills in a variety of necessary software and skills areas.

- Guided Learning

Supported by online learning platforms or courses, guided reading and projects, and tutorials (usually either one-to-one with a tutor or in a small group tutorial session).

- Independent Study

Your own planned work to support your learning either individually or with colleagues on your course or other courses which supports the exploration of your own interest areas.

The latest technology is used to enhance learning and collaborative working, research-active staff work with you on the latest research developments, while industry guest speakers and live briefs provide development opportunities embedded throughout the course enrich your creative and business practice and significantly contributes to your experience at university and preparation of professional practice.

The curriculum recognise that diversity enriches our studies, whether from diversified cultural backgrounds or a range of different social experiences. Our curriculum is designed to provide a wide range of perspectives on the Creative Industries in a global context and to be an inclusive learning environment where explicit consideration is given to the diversity of our students.

Industry Placements

Work placements are an important and integral part of all undergraduate degrees in the Business School for the Creative Industries. The School has links to employers with positions available, but students are welcome to find their own placements either in the UK or internationally.

And whilst you must apply for and secure your own placement, the School will provide support in all stages of the application process; searching for opportunities, writing CVs, completing application forms, mock interviews, assessment centre activities, providing the opportunities to experience the competitive job application process.

The three to four months placement period or one-year professional practice year enables students to apply their learning to the real-world work environment, linking theoretical concepts to practice and evaluating this relationship. It also allows them to reflect upon their personal experience of working in an applied setting.

Students will also be helped to choose from the other options available for the placement period by the team, should they be unable to secure an appropriate placement opportunity.

Support for students

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers

& Employability Team will also support students in discussions around their potential or preferred career direction.

Students are further supported by:

- Unit leader for each unit
- Business School support staff
- Personal academic tutors
- Careers and Employability Services
- Technical support with IT and software
- My UCA - a versatile online learning environment
- Induction and ongoing re-induction sessions
- Student Staff Course Boards
- Library and Learning Resources
- Gateway Services including support for finance, regulations, disability, well-being, accommodation, and international students
- UCA Students' Union

International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

Assessment

Assessment within the course is focussed on the development of a range of advanced technical and professional skills which can be applied using your knowledge and understanding of business problems within the Creative Industries.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring you progressively develop critical thinking and information literacy skills at each level of the programme. The assessment strategy ensures that you can access a range of formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Exams, although used very infrequently during the course, seek to assess the depth and range of student understanding in key professional areas and related professional practice.

Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

In addition, early formative and summative assessment during the first six weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk due to low engagement can be identified and advised by the personal tutor with the support of the liaison librarian and learning & development tutors as appropriate.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria are suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology. For students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking opportunities and allows for live clients and projects.

Section F - Employability

It is a core ethos of the course and is evidenced in the course overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which are adding values to their future employability and enterprising ventures.

As well as specific industry standard skills and attributes, employers are also looking for the 'soft skills' acquired through interacting effectively in groups and teams, and additionally the ability to work independently and diligently manage your own time. This profile of teaching and learning strategies therefore strongly encourages these qualities and prepares you for the world of work by inculcating these transferable skills.

Section G - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives