

**UNIVERSITY FOR THE CREATIVE ARTS**

**PROGRAMME SPECIFICATION FOR:**

**BA / BSc (HONS) ADVERTISING**

**AND**

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

**PROGRAMME SPECIFICATION 2020/21 ACADEMIC YEAR – Subject to validation**

*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 programme 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 <sup>1</sup>		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons) / BSc (Hons) OR BA (Hons) / BSc (Hons) with Professional Practice Year		
Course Title	Advertising OR Advertising with Professional Practice Year		
Course Location and Length	Campus: Epsom	Length: Full-Time – 3 years OR Full-Time – 4 years (with Professional Practice Year)	
Mode of Study	Full-time	✓	Part-time
Period of Validation	<i>TBC – subject to validation</i>		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements <sup>2</sup>			
<p>The standard entry requirements** for these courses are:</p> <ul style="list-style-type: none"> <li>• 112 UCAS tariff points from accepted qualifications*, or</li> <li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4), or</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma, or</li> <li>• Merit at UAL Extended Diploma, or</li> <li>• 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject</li> </ul> <p>And 4 GCSE passes at grade A*-C or 4-9 including English Language (or Functional Skills English/Key Skills Communication Level 2)</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each</p>			

<sup>1</sup> Regulated by the Office for Students

<sup>2</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

individual component.

*\*To see the accepted QCF qualifications, visit: <http://uca.ac.uk/study/accepted-qualifications/>*

*\*\* We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.*

Overall methods of assessment <sup>3</sup> <i>Estimated – subject to validation</i>	Written exams:	Practical exams:	Coursework:
Year/Stage 1	25%	50%	25%
Year/Stage 2	25%	25%	50%
Year 3 – Professional Practice Year (if undertaken as part of the named award)	0%	0%	100%
Year/Stage 3 or 4 (if Professional Practice Year undertaken)	25%	25%	50%
Overall Learning & Teaching hours <sup>4</sup> <i>Estimated – subject to validation</i>	Scheduled:	Independent:	Placement:
Year/Stage 1	41%	59%	0%
	492 hours	708 hours	0 hours
Year/Stage 2	28.5%	59%	12.5%
	342 hours	708 hours	150 hours
Year 3 - Professional Practice Year (if undertaken as part of the named award)	0%	0%	100%
	0 hours	0 hours	1200 hours
Year/Stage 3 or 4 (if Professional Practice Year undertaken)	31%	69%	0%
	372 hours	828 hours	0 hours
General level of staff delivering the course <sup>5</sup>	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA 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.		
Language of Study	English		
Subject/Qualification Benchmark Statement: Communication, Media, Film and Cultural Studies (2016)			
Framework for Higher Education Qualifications (FHEQ)			

<sup>3</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>4</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>5</sup> Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

The 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;

*The list of units below are the current validated units delivered on the BA (Hons) Advertising course and are subject to change.*

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
<b>Year/Stage 1</b>				
EADV4001 – Personal Development	4	30	Core	
EADV4003 – Art Direction	4	20	Core	
EADV4004 - Copywriting	4	20	Core	
EADV4005 - Digital Media	4	20	Core	
EADV4002 - Visual Communications: Context and Theory	4	30	Core	
<b>Year/Stage 2</b>				
EADV5001 – Advertising Strategy	5	30	Core	
EADV5003 – Advertising Communication	5	30	Core	
EADV5004 Personal Practice	5	30	Core	
EADV5002- Contextual and Theoretical Perspectives	5	30	Elective	Yes
EADV5005 - Contextual and Theoretical Perspectives (Study Abroad)	5	30	Elective	No
Study Abroad with Host Institution	5	60	Elective	No
<b>Year 3 - Professional Practice Year</b> <i>If undertaken as part of the named award</i>				
<b>Year/Stage 3 or 4 (if Professional Practice Year undertaken)</b>				
EADV6001 - Personal and Professional Practice	6	30	Core	
EADV6002 – Research & Professional Practice	6	60	Core	
EADV6003 - Dissertation	6	30	Core	