

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) ADVERTISING

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2017/18]

*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	Bachelor of Arts	
Course Title	Advertising	
Course Location and Length	Campus: Farnham	Length: 3 years
Period of Validation	2017/18 to 2021/22	
Name of Professional, Statutory or Regulatory Body	Not Applicable	
Type of Accreditation	Not Applicable	
Entry criteria and requirements <sup>2</sup>		
<p>The standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> <li>• 112 new UCAS tariff points (equivalent to 280 old 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 new 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 individual component.</p> <p><i>*To see the accepted QCF qualifications, visit: <a href="http://uca.ac.uk/study/accepted-qualifications/">http://uca.ac.uk/study/accepted-qualifications/</a></i></p> <p><i>** We occasionally make offers which are lower than the standard entry criteria, to</i></p>		

<sup>1</sup> Regulated by the Higher Education Funding Council for England

<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.

*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>	Written exams:	Practical exams:	Coursework:
Stage 1:	0%	0%	100%
Stage 2:	0%	0%	100%
Stage 3:	0%	0%	100%
Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Stage 1:	36.0%	64.0%	0%
Stage 2:	31.6%	68.4%	0%
Stage 3:	27.6%	72.4%	0%
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.		
Mode of Study	Full-time	✓	Part-time
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 unit descriptors and calculated for the overall course stage data.

<sup>4</sup> As generated by the unit descriptors and calculated for the overall course stage data. Expressed as a percentage of total learning hours per stage.

<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. All students are registered for a particular award. Exit awards are available to students in line with 6.7 of the Common Credit Framework.

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year 1				
FADV4005 – Personal Development	4	30	Core	
FADV4006 – Art Direction	4	20	Core	
FADV4007 - Copywriting	4	20	Core	
FADV4008 - Digital Media	4	20	Core	
FADV4004 - Visual Communications: Context and Theory	4	30	Core	
Year 2				
FADV5001 – Advertising Strategy	5	30	Core	
FADV5002 – Advertising Communication	5	30	Core	
FADV5006 Personal Practice	5	30	Core	
FADV5004 - Contextual and Theoretical Perspectives	5	30	Elective	Yes
FADV5005 - Contextual and Theoretical Perspectives (Study Abroad)	5	30	Elective	No
Study Abroad with Host Institution	5	60	Elective	No
Year 3				
FADV6004 - Personal and Professional Practice	6	30	Core	
FADV6005 – Research & Professional Practice	6	60	Core	
FADV6003 - Dissertation	6	30	Core	