

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA CREATIVE MARKETING AND ADVERTISING

PROGRAMME SPECIFICATION 2019/20

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 ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts		
Course Title	Creative Marketing and Advertising		
Course Location and Length	Campus: Epsom	Length: Full-time – 1 year	
Mode of Study	Full-time	✓	Part-time
Period of Validation	2018/19 – 2021/22		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p><i>Minimum English language requirements:</i> For students whose first language is not English, a certificate is required as evidence of the necessary level of English. For postgraduate study an average IELTS score of 6.0 (TOEFL 550 (CBT 213) or equivalent is required. 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>You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.</p>			
Overall methods of assessment ³ -	Written exams:	Practical exams:	Coursework:
Course	0%	15.6%	84.4%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Course	25.3%	74.7%	0%

¹ Regulated by the Higher Education Funding Council for England

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

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

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

	455 hours	1345 hours	0 hours
General level of staff delivering the course ⁵	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: QAA Master's Degree Characteristics Statement, September 2015			
QAA Subject Benchmark Statement: Masters Degrees in Business and Management, June 2015			
Framework for Higher Education Qualifications (FHEQ)			

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;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
ECMA7002 Business Lecture Series	7	20	Core	
ECMA7003 Creative Thinking	7	20	Core	
ECMA7001 Entrepreneurship & Innovation	7	20	Core	
ECMA7004 Advertising Account Management	7	20	Core	
ECMA7005 Digital Comms and Strategy	7	20	Core	
ECMA7006 Ideas Development and Marketing and Comms Proposal	7	40	Core	

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

ECMA7007 Final Marketing and Advertising Project	7	40	Core	
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Section B - Course Overview

The MA Creative Marketing and Advertising is designed to allow you to specialise in the creative business of marketing and advertising. In addition to refining your skills of developing marketing campaigns, managing clients, developing digital media projects, you will gain broader understanding of how this impacts the management of a business.

The course is designed, not merely to reflect the business industries, but to afford students the opportunity to question business trends whilst providing scope to create alternative direction based on research and informed decision making.

- You will be tasked with creating and rationalizing your own concepts. You will be exposed to peer-review, before being tasked to refine your ideas or justify their existing position – as expected in industry.
- Through subject matter you will have a broad understanding of business implications beyond just marketing/advertising, ensuring operational effectiveness in a business environment is maximised.
- We want you to gain real life experience working on consulting projects with live business proposals, refining your professional pitching skills

In Term one MA Creative Marketing and Advertising and MA Creative Business Management will collaborate through a series of lectures. Then through varied briefs you will be taught through seminars, tutorials and workshops. You will undertake formative and summative assessment which will be dependent on your portfolio outcomes but may include reports, pitches, essays, etc. At postgraduate level there is a strong emphasis on independent research with some element of group work.

Then in Term 2 you will undertake your own exploration of creative advertising and marketing practice, identifying with both creative idea exploration as well and the management of your creative solutions. The refinement of this practice and investigation will support your development of proposals for Term 3.

Term 3 will be your resolution of studies and developing a final Marketing and Advertising project that is unique to your area of interest within the creative industries. You will therefore be perfectly positioned for opportunities to work at a high level within the following industries:

Marketing and Communication Management
Public Relations
Digital Marketing
Marketing management
Advertising Account Management
Account Director

Section C - Course Aims

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| A1 | To expand and develop new knowledge of contemporary creative marketing and advertising within the business environment. |
| A2 | To provide understanding of creative marketing and advertising environments specific to management functions within a commercial context. |
| A3 | To document and communicate marketing and advertising practices to challenge preconceptions and highlight opportunities for professional development. |
| A4 | To allow you to gain understanding of theory and contextual research interpret and apply your practice in relation to creative marketing and advertising. |
| A5 | To allow you to identify opportunities for the application of creative thinking and complex problem solving within an immediate and future business context. |
| A6 | To enable you to develop the ability to communicate ideas, manage tasks and contribute appropriately in group environments. |
| A7 | To allow you to develop autonomy in any learning process, in order to facilitate the acquisition of knowledge and lifelong professional skills |
| A8 | To support you to carry out an individual project related to your professional area of interest and career aspirations. |

Section D - Course Outcomes

Upon successful completion of the course you are able to:

Knowledge

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| LO1 | Present individual integrated knowledge and vision of the creative marketing and advertising management process and highlight opportunities for professional development |
| LO2 | Demonstrate the role of Advertising and related creative marketing practices to create strategies for a diverse ranges of business practices |
| LO3 | Evaluate professional implications of independent research and theory in order to advance innovative and creative strategic thinking. |

Understanding

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| LO4 | Interpret and apply theory and practice of research in order to advance the formulation of original and creative solutions to complex problems through the development of critical and reflective thinking |
| LO5 | Further demonstrate understanding of Advertising and Creative Marketing environments. |

Application

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| LO6 | Work effectively in a professional context in group environments and demonstrate professional working skills. |
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| LO7 | Apply advanced skills in digital communications and present work in a sophisticated manner appropriate to audience and context |
| LO8 | Develop advanced skills and business acumen and relate your study to an individual project related to your professional area of interest and career aspirations |

Section E - Learning, Teaching and Assessment

Learning and Teaching

- The MA Creative Marketing and Advertising is supported by seminars, tutorials, workshops and critiques. The course is supported through a series of core interconnected units within the School of Business which allow the student to collaborate and work alongside fellow creative business practitioners.
- At postgraduate level, the student is expected to identify, develop and manage their own MA project and further develop the skills needed for autonomy of research. Through a proactive relationship with their tutors, students will lead their project work and be supported by staff and engagement with professional industry links.
- Autonomous learning is an integral part of the structure of the Business school for the Creative Industries. The collaborative teaching and learning practices encourage students to not only develop the abilities of independent learning as thoroughly as possible but also collaborate with creative practitioners within a professional business context.
- It is the course aim to develop in MA students a high level of competence in practical, visual, oral and written expression and to equip students with the confidence to communicate their ideas effectively
- Students gain credits through successful completion of units within the University's Common Credit Framework. Master of Arts degrees will be awarded on the basis of meeting the credit requirements

Assessment Strategies

- The assessment strategy for the MA course is concerned with the student's development through understanding of bodies of knowledge and the application of a range of advanced skills in the deployment of this knowledge.
- The individual units have integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above. As such they breakdown the demonstration of learning into a series of separate elements. In order to make clear this relationship, learning outcomes are mapped against assessment criteria in each unit descriptor.
- The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignments, presentations, research proposals etc allows for diversity of assessment methodology.
- We use Turnitin for all written and visual submissions. This allows students to identify if there are any mistakes or weaknesses in citations so as to improve their academic writing

skills and further support them. It allows the assessors to provide constructive feedback which is always on personal and professional development. The MA course will use Level 7 Grading descriptors.

- In order for students to have access to professional working practice the Business Lecture series allows for networking and also allows for Live projects and possibility of work placement outside of scheduled teaching.

Section F - 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 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