

# UNIVERSITY OF EAST LONDON

## COURSE SPECIFICATION

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| Course Aim and Title   | BA (Hons) Advertising                           |
| Intermediate Awards Available  | Cert HE, Dip HE                                 |
| Teaching Institution(s)  | UEL on campus                                   |
| Alternative Teaching Institutions<br>(for local arrangements see final section<br>of this specification) |   |
| UEL Academic School  | Arts & Digital Industries                       |
| UCAS Code  | N561  |
| Professional Body Accreditation  |   |
| Relevant QAA Benchmark Statements  | Communication, Media, Film, Cultural<br>Studies |
| Additional Versions of this Course   |   |
| Date Specification Last Updated  | 27/07/2018                                      |

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- understand the central role that communications, media and cultural agencies play at local, national, international and global levels of economic, political and social organisation, along with the ability to explore and articulate the implications of this
- engage with a range of communicative situations and cultural practices, along with the ability to produce detailed analyses of these, and to make comparisons and connections
- practice and to advance creative processes in one or more forms of media or cultural production
- work across a variety of group and independent modes of study, and within these to demonstrate flexibility, creativity and the capacity for critical self-reflection

What you will learn:

#### Knowledge

- Acquire a fundamental grounding in the advertising industry as a business.
- Practice research methods appropriate to the advertising industry.
- Adopt an interdisciplinary approach to the study of advertising.

#### Thinking skills

- Critically engage with a range of theoretical perspectives, concepts and ideas in the fields of consumer culture, promotional culture and new media practices.
- Knowledge of a range of texts, genres, aesthetic forms and cultural practices, and the ability to produce close analysis of these, and to make comparisons

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- and connections
- Consider views other than their own, and exercise a degree of independent and informed critical judgment in analysis

### Subject-Based Practical skills

- Research and present industry-based advertising pitches
- Develop technical competences in various types of media production equipment and computer software packages
- Campaign design and execution

### Skills for life and work (general skills)

- Gain work experience within one of the promotional industries
- Develop transferrable team work skills
- Pitch in front of colleagues and industry professionals

## Learning and Teaching

### Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Practical experience

### Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

### Practical skills are developed through

- Production activities with feedback
- Research skills-based activities with feedback

### Skills for life and work (general skills) are developed through

- Planning activities with feedback
- Project work
- Presentation

## Assessment

### Knowledge is assessed by

- Coursework
- Essays
- Presentation
- Portfolio development

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Thinking skills are assessed by

- Coursework
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion
- Work placement

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Work placement

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

### Work or Study Placements

In keeping with the Advertising course's commitment to equip students with the attributes of 'critical practitioners' needed for the contemporary world of work, we recognise the value of experiential learning through placement and workplace observation. In addition, that is, to the embedding of key skills throughout our courses and within 'professional practice' modules in particular.

Students will undertake appropriate work placements. The course will increase students' opportunities to find placements by collaborating closely with the Centre for Students Success, in particular with the Employer Engagement team at CfSS which connects employers to students who are looking for placements and internships through their online Job Board and the UEL Funded Internship Scheme that the CfSS manages.

Furthermore, placements will be facilitated by the Knowledge Dock Business and Innovation Centre, that liaise with local businesses and charities to develop links and civic engagement opportunities. If organised by the student, placements must be approved by the course team.

All placements will be supported by an allocated supervisor from the Advertising team.

Students have the opportunity to apply for study abroad. Study abroad places are not guaranteed and students will need to liaise with the Study Abroad Coordinator and course leader to make arrangements with the host institution.

Taking advantage of UEL's London location, the modules will include industry speakers, talks and workshops, and give students the opportunity to develop networking skills leading to placements. Placement opportunities may be organised independently or on students' behalf by the course team.

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### Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

| <b>Module Title</b>                                 | <b>Number of Credits</b> | <b>FHEQ Level</b> | <b>Module Code</b>    | <b>Core or Optional</b> |
|---|--------------------------|-------------------|-----------------------|-------------------------|
| Narrative 1: Narrative Fiction                      | 20                       | 4                 | MS4011                | Core                    |
| Documentary 1: Documentary and Representation       | 20                       | 4                 | MS4013                | Core                    |
| Aesthetics and Technologies 1: Practice as research | 20                       | 4                 | MS4012                | Core                    |
| Media Cultures                                      | 20                       | 4                 | MS4020                | Core                    |
| Professional life: Mental Wealth – Agency 1         | 20                       | 4                 | MS4023                | Core                    |
| Social Media & Branded Content Design               | 20                       | 4                 | MS4026                | Core                    |
| Narrative 2: Advanced Narrative                     | 20                       | 5                 | Subject to Validation | Core                    |

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|---|----|---|-----------------------|------|
| Documentary 2: Experimental Documentary               | 20 | 5 | Subject to Validation | Core |
| Employability and Enterprise                          | 20 | 5 | MS5010                | Core |
| Professional life: Mental Wealth – Agency 2           | 20 | 5 | MS5014                | Core |
| Celebrity & Influencer Marketing                      | 20 | 5 | Subject to Validation | Core |
| Digital Research in Practice                          | 20 | 5 | Subject to Validation | Core |
| Final Project Development                             | 20 | 6 | Subject to Validation | Core |
| Final Project Completion                              | 20 | 6 | MS6012                | Core |
| Content Design & Execution                            | 20 | 6 | Subject to Validation | Core |
| Self-Branding; Identity & Social Media                | 20 | 6 | Subject to Validation | Core |
| Aesthetics and Technologies 2: professional practices | 20 | 6 | MS6010                | Core |
| Professional life: Mental Wealth – Agency 2           | 20 | 6 | Subject to Validation | Core |

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

### Course Specific Regulations

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### Typical Duration

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It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

### UG

The expected duration of this course is 3 years full-time or 5-6 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

The time limit for completion of a course is six years after first enrolment on the course.

### Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Study Abroad website (<https://www.uel.ac.uk/undergraduate/student-life/study-abroad>)

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

#### Additional costs:

For Study Abroad, students pay for their airfare, while their tuition is paid to their home institution.

Students will attend field trips to relevant industry and creative events. Fees are self funded.

### Alternative Locations of Delivery

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