

# UNIVERSITY OF EAST LONDON

## COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Advertising
Intermediate Awards Available	BA Advertising Dip HE Advertising Cert HE
Teaching Institution(s)	UEL on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	Arts & Creative Industries
UCAS Code	N561 – (BA (Hons) Advertising) N564 –(BA (Hons) Advertising with Foundation)
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Communication, Media, Film, Cultural Studies
Additional Versions of this Course	BA (Hons) Advertising (with placement year) BA (Hons) Advertising (with foundation year)
Date Specification Last Updated	25/05/2022

### Programme Aims and Learning Outcomes

This programme 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.

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### 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
- 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

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Knowledge is assessed by

- Coursework
- Essays
- Presentation
- Portfolio development

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 Programme Leader to ensure they are able to fully engage with all assessment within the programme.

### Work or Study Placements

In keeping with UEL'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.

A separately titled placement year version of the course is available, which takes the form of an additional year long module in which you plan, prepare and undertake a work placement in industry that is pertinent to your career objectives.

All students are encouraged to undertake appropriate work placements. The course team 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 your 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.

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

### Programme Structure

All programmes 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 programme.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree programme.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree programme.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree programme.
- 7 Equivalent in standard to a Masters degree.

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

The module structure of this programme:

Module Title	Module Code	Number of Credits	FHEQ Level	Core or Optional
Storytelling	MS4039	20	4	Core
Production Lab 1	MS4041	20	4	Core

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Creative Content	MS4040	20	4	Core
Media Cultures	MS4020	20	4	Core
Professional life: Mental Wealth – Agency 1	MS4023	20	4	Core
Social Media & Branded Content Design	MS4026	20	4	Core
Advanced Storytelling	MS5057	20	5	Core
Production Lab 2	MS5056	20	5	Core
Employability and Enterprise	MS5038	20	5	Core
Professional life: Mental Wealth – Agency 2	MS5031	20	5	Core
Celebrity & Influencer Marketing	MS5034	20	5	Core
Digital Research Methods	MS5036	20	5	Core
Industry Placement (Sandwich Year)	MS5018	120P	5	Option
Final Project Development	MS6033	20	6	Core
Final Project Completion	MS6032	20	6	Core
Content Design & Execution	MS6024	20	6	Core
Self-Branding in the Digital Age	MS6039	20	6	Option

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Professional Practice	MS6006	20	6	Core
Professional life: Mental Wealth – Agency 3	MS6019	20	6	Core
Transmedia and Digital Futures	MS6040	20	6	Option
Understanding Digital Cultures	MS6041	20	6	Option

The overall credit-rating of this programme 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.

### Programme Specific Regulations

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### Typical Duration

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.

The expected duration of this programme is 3 years full-time or 4.5 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.

### Further Information

More information about this programme is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The programme handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)

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

### Additional costs:

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

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

### Alternative Locations of Delivery

N/A