

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credits MA Advertising 180 Credits (ECTS 90)	
Intermediate award(s), title(s) and credits PG Dip Advertising 120 Credits (ECTS 60) PG Cert Advertising 60 Credits (ECTS 30)	
UCAS Programme Code(s) (where applicable and if known) n/a	HECoS codes and percentage split 100855 Advertising: 66.5% 100075 Marketing: 33.5%
External reference points The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards; Chapter A1: UK and European reference points for academic standards (October 2013) - incorporates the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Qualification Frameworks), Foundation Degree qualification benchmark, Master's Degree Characteristics and Subject Benchmark Statements; edcom Talent Roundtable White Paper The views of several senior executives in advertising and branding agencies	
Professional, Statutory and Regulatory Body (PSRB) links Accredited by the IDM (Institute of Data & Marketing) Member of the EACA (European Association of Communications Agencies) Member of D&AD	
Places of delivery Bournemouth University - Talbot campus	
Mode(s) of delivery Full time	Language of delivery English
Typical duration 12 months - September intake 16 months - January intake 24 months – September intake with 30-week placement 24 months – January intake with 30-week placement	
Date of first intake September 2020	Expected start dates September and January
Maximum student numbers NA	Placements 30-week (optional) placement
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification January 2024	
Version number v2.4-0924	
Approval, review or modification reference number E192000 FMC 2122 11, approved 13/06/2022, previously v2.0-0922 EC 2122 60, approved 11/7/22 FMC2223 01 approved 22/09/22, previous version 2.1-0922	

Programme Specification

FMC 2223 16, approved 04/05/2023, previous version 2.2 -0923
FMC 2324 14, approved 16/1/24, previous version 2.3 -0923

Author

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Programme Specification

PROGRAMME STRUCTURE

Programme Award and Title: MA Advertising							
Level 7							
Students are required to complete all 7 core units							
Unit Name	Core/Option	No of credits	Assessment Element Weightings		Expected contact hours per unit	Unit version no.	HECoS codes
			Cwk 1	Cwk 2			
Strategy Planning for Advertising	Core	20	100%		48	V1.0	100855 (100%)
Consumer Insights	Core	20	100%		40	v2.0	100075 (100%)
Digital Media Strategies	Core	20	40%	60%	40	V2.0	100449 (100%)
Research in Action	Core	20	100%		40	v2.0	100075 (100%)
Creative Practice in Advertising	Core	20	100%		48	V1.0	100855 (100%)
Creative Advertising Management	Core	20	100%		48	v2.0	100855 (100%)
Final Project	Core	60	100%		12	v2.2	100855 (100%)
Exit qualifications:	MA Advertising requires 180 Credits - PG Dip Advertising requires 120 Credits - PG Cert Advertising requires 60 Credits						
Placement	Optional non-credit bearing placement of 30 weeks						

Programme Specification

AIMS OF THE PROGRAMME

The programme aims to produce flexible graduates who can think critically, strategically, analytically and creatively and apply knowledge to practical situations. By the end of the programme, students will have developed strong oral, written and visual communication skills and will have acquired the skills to present themselves and their ideas in a professional manner using a variety of communication techniques. The programme also aims to equip graduates with the necessary analytical skills, knowledge and understanding to carry on to further academic research at advanced level.

Numerous studies reveal that students of generations Y & Z are pushing the advertising industry from both ends: As consumers, they increasingly demand ethical branding, cause-related marketing and advertising containing explicit social and political messages as expected practices (Leiss et al, *Social Communication in Advertising*, 2018) – while as prospective employees, they want careers in which they can ‘make a difference’ (Caraher, 2014) and achieve a sense of fulfilment (Meckler, 2014).

By creating a learning environment in which the next generation of practitioners will engage with these challenges – and in particular, with the UN Sustainable Goals of [Lifelong Learning](#) (UNSG 4), [Innovative and Sustainable Industry](#) (UNSG 9), and [Sustainable Patterns of Production and Consumption](#) (UNSG 12), the redesigned MA Advertising programme will make a meaningful contribution to the goals of BU2025 by encouraging students to take on the responsibility for shaping the world they will leave behind.

The redesigned MA Advertising programme will prepare students to become:

- i) Competent professionals, in conscious and confident possession of both the subject-specific and transferable skills necessary to appropriately determine, and successfully pursue, a professionally rewarding, economically viable and personally fulfilling self-directed career,
- ii) Informed and engaged citizens, capable of and committed to making informed and constructive contributions to their respective communities; and,
- iii) Reflective, self-aware individuals and capable and committed lifelong learners, able to make informed and appropriate decisions in the creation of a fulfilling and self-directed Life.

The resigned MA Advertising programme is positioned to distinguish itself from both the new MA Marketing Communications degree as well as those MA Advertising programmes whose primary focus are either marketing strategies or graphic/visual/digital design. It achieves this by:

- Emphasising and developing students’ *creative ideation* skills and the abilities identified as essential by the industry: the abilities to interrogate, devise, and explain innovative ideas so that they will be able to serve the future of the industry
- Using the development of these skills to prepare students for a career in which they feel they are able to ‘make a difference’ so that the industry can contribute constructively to the future

ALIGNMENT WITH THE UNIVERSITY’S STRATEGIC PLAN

The newly redesigned MA Advertising programme is aligned with, and will support and enhance BU2025 strategic plan in the following ways:

Fusion and investment

- By integrating research and practice in all units and assessments
- The redesigned programme includes a new unit that includes an opportunity for students (and staff) to engage in co-creation and collaborative learning with the students of other FMC programmes (a collaborative learning project with the students of Media Production department) as explicitly encouraged by BU2025
- By providing an environment that encourages both staff and students to use knowledge and professional practice to ‘make a difference’ in the community and the world
- And thereby building the capacity and capability to deliver the BU2025 outcomes

Programme Specification

Leadership and impact

- Through our demonstrable commitment to identifying and responding to the implications for the changing demands on the advertising industry (detailed in the Planning & Resources document), the redesigned programme will significantly enhance the reputation of our education, research and practice
- By providing an environment that encourages both staff and students to use knowledge and professional practice to 'make a difference' in the community and the world, it is expected that the programme allows and encourages both staff and students to significantly enhance our reputation for making a sustainable environmental impact through our education, research and practice

Reputation and networks

- Through our demonstrable commitment to responding to the identified needs of industry (detailed in the Planning & Resources document), the redesigned programme will significantly enhance the reputation of our education, research and practice
- Through our commitment to using the practice of advertising and persuasive communication to 'make a difference' in the community and the world, it is expected that the programme will help to position BU as a destination of choice for staff and students
- In the same way, this commitment to using the practice of advertising and persuasive communication to 'make a difference' will enhance our reputation among local businesses and organisations

People and culture

- Through our demonstrable commitment to identifying and responding to the implications for the changing demands on the advertising industry, our commitment to using the practice of advertising and persuasive communication to 'make a difference' and our strong commitment to ensuring equality and diversity, it is expected that the redesigned programme will assist BU in attracting, developing and retaining the right people and teams to deliver the BU2025 outcomes

Performance and resilience

- The redesigned programme includes a new unit that specifically addresses the knowledge and skills needed to anticipate and respond constructively to the challenges of managing organisational change and performance in a socially and environmentally sustainable manner

The newly redesigned MA Advertising programme will also make a meaningful contribution to the goals of BU2025 by engaging with the UN Sustainable Goals of [Lifelong Learning](#) (UNSG 4), [Innovative and Sustainable Industry](#) (UNSG 9), and [Sustainable Patterns of Production and Consumption](#) (UNSG 12)—and encouraging students to consider their responsibility as both professionals and citizens for shaping the world they will leave behind.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit (i.e. 40 hours for a 20-credit unit), leaving the rest for specific programme-related activities, including lectures, seminars, preparatory work, practical activities, reading, critical reflection and independent learning.

Of the time devoted to assessment, every 10 hours of student effort is equivalent to approximately 1,000 words of coursework or 1 hour of examination. Therefore, as a guide, a 20-credit unit would normally require the equivalent of approximately 3,000 words in total.

Programme Specification

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant industry expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

The workshops attached to the unit *Creative Direction for Advertising* will be led by qualified technician-demonstrators.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

MA Advertising has been designed with no progression requirements enabling students to progress automatically from the PG. Dip stage (Semesters 1 and 2) to M-level (Semester 3) without the requirement of a progression examination board. The programme has been designed to attain an optimal balance between an understanding of theory (an awareness of the factors which inform strategic decisions) and the practical application of knowledge within ever-changing social and industry contexts.

Contemporary theory is balanced with 'best' professional practice throughout the curriculum.

In Semester 1, taught units encourage an advanced understanding of contemporary theory and advanced skills development. In particular, the development of the ability to interrogate information and knowledge, to identify how and where required information is to be gathered.

In Semester 2, students will have the opportunity to extend the knowledge, understanding and skills they gained in the practice-based projects in the taught units in Semester 1.

In Semester 3, in the Final Project, students will choose either a traditional academic dissertation or a consultancy project in which they will have the opportunity to extend – and to demonstrate – their ability to undertake a major research project on a topic of their choice.

Upon submission of their Final Project, students will have a further opportunity to test and apply their acquired knowledge and skills in the optional 30-week placements within an agency or organisation appropriate for their career aspirations.

Programme Specification

PROGRAMME AND LEVEL 7 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>A1 The ability to critically review the body of knowledge, debates and intellectual paradigms related to the study and practice of Advertising and appreciate the limitations of current knowledge and practices</p> <p>A2 Advanced critical appreciation of the role of Advertising in a range of organisational, socio-cultural, political and economic contexts</p> <p>A3 The ability to critically evaluate and provide justified recommendations for the development of Advertising strategy and programmes demonstrating a detailed understanding of Advertising practice and the characteristics of effective Advertising campaigns</p> <p>A4 The ability to demonstrate a comprehensive understanding of a range of research methodologies and techniques for generating original insights relevant to the study and practice of Advertising</p> <p>A5 The ability to demonstrate the insight and skills necessary for developing strategic and tactical integrated advertising campaigns that are commercially and creatively viable.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • <i>lectures (A1 - A5)</i> • <i>seminars (A1 - A5)</i> • <i>directed reading (A1 - A5)</i> • <i>use of the VLE (A1 - A5)</i> • <i>independent research (for dissertation) (A1 - A5)</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (A1 - A5)</i> • <i>dissertation (A1 - A5)</i>
<p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>B1 A conceptual understanding of issues related to Advertising to evaluate critically advanced scholarship within their discipline.</p> <p>B2 Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data for the analysis of Advertising problems and issues.</p> <p>B3 Develop critical skills for dealing with the emerging trends within the Advertising industry, with the ability to assess and manage new challenges and increasing competition.</p> <p>B4 Demonstrate an ability to draw upon and bring together ideas from different sources of knowledge and from different disciplines relevant to the study and practice of Advertising.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (B1 – B3)</i> • <i>seminars (B1 – B4)</i> • <i>directed reading (B1 – B3)</i> • <i>use of the VLE (B1 – B3)</i> • <i>independent research (for dissertation) (B1 – B4)</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (B1 – B4)</i> • <i>dissertation (B1 – B4)</i>

Programme Specification

<p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>C1 The ability to devise, implement and manage original Advertising programmes that help to achieve organisational objectives;</p> <p>C2 The ability to creatively and critically synthesise original ideas from both professional and academic sources of knowledge and be able to apply these within an Advertising context;</p> <p>C3 The ability to make valuable original contributions towards Advertising practice within complex or unpredictable environments;</p> <p>C4 Demonstrate confidence and competence in the selection of contemporary digital technologies and insights relevant to Advertising.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (C1 – C4)</i> • <i>seminars (C1 – C4)</i> • <i>directed reading (C1 – C4)</i> • <i>use of the VLE (C1 – C2)</i> • <i>independent research (for dissertation) (C1 – C4)</i> <hr/> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (C1 – C4)</i> • <i>dissertation (C1 – C4)</i>
<p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>D1 The ability to work effectively, productively and accountably as a member of a team.</p> <p>D2 Critical reflection, originality and creativity in tackling and solving problems.</p> <p>D3 Be able to consider and apply global perspectives to their work.</p> <p>D4 Effectively communicate Advertising concepts, plans, proposals and issues to a diverse range of audiences; professionally present and rigorously defend ideas and produce accurately referenced work to a given format, brief and deadline.</p> <p>D5 The independent learning ability required for continuing professional development.</p> <p>D6 Demonstrate entrepreneurial thinking and ambition.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (D1 – D4)</i> • <i>seminars (D1 – D6)</i> • <i>directed reading (D1 – D5)</i> • <i>use of the VLE (D1 – D6)</i> • <i>independent research (for dissertation) (D1 – D6)</i> <hr/> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (D1 – D6)</i> • <i>dissertation (D1 – D6)</i>

Programme Specification

Learning and Teaching strategies and methods

The learning, teaching and assessment strategy of the department recognises that different 'kinds' of knowledge (concepts, theories, applications, implications) and skills are most effectively assimilated by students through the appropriate use of a variety of constructively aligned methods – and in a manner that acknowledges and respects the different learning styles used by students. The nature of the knowledge and understanding, practical and transferable skills to be acquired also depends on the unit undertaken.

Learning and teaching strategies will include lectures, practical sessions, group discussion and debate, seminars, structured reflections, tutorials, supervision in practice and enquiry-based study. Theoretical material and key concepts will generally be delivered in lecture format. Seminars will be used to provide an opportunity to explore how these theories and key concepts are (or can be) applied in practice.

To ensure that learning takes place in a manner that enhances students' industry knowledge and skills and extends the opportunity to acquire industry experience and industry contacts, it is intended that a significant (and increased) proportion of both hands-on practice-based work and formal assessments will be based on 'live' briefs negotiated and secured through the programme team's relations with agencies. In addition to providing students with the industry experience and industry contacts identified as an essential draw, the anticipated feedback to be provided to students by the relevant agencies who have contributed these briefs will also form an important element of formative feedback.

All students will have access to the university's VLE (BrightSpace), the programme leader and relevant unit leaders for support and guidance in their studies.

Assessment

All units will be assessed in line with BU regulations on assessment design. In most cases, units are assessed with a maximum of two elements of assessment and all units include formative assessment elements. A range of assessment methods are used across the MA Advertising programme – all of which (individual and group written assessments, presentations & pitches, practical projects in response to live briefs) will be (or are intended to be) constructively aligned with the unit and programme ILOs.

The assessment methods will be reviewed annually through a paper board/internal review and the IMP to ensure student and staff workloads are spread appropriately, and to review the balance of assessment methods. The unit specifications provide detail on the planned assessment strategy for the units.

In order to increase the level of industry experience and industry knowledge and skills – as well as students' confidence in their possession of these – the constructively aligned assessment regime of the redesigned programme is based on:

- Written industry-style reports in which students will have the opportunity to develop, enhance and demonstrate their ability to critically explore and clearly articulate the potential of their ideas
- Oral presentations in which students will have the opportunity to develop, enhance and demonstrate their ability to present and articulate ideas (theories, strategies and implications)
- Practical projects in which students will have the opportunity to develop, enhance and demonstrate their abilities to apply their knowledge, understanding and skills in the conception and execution of appropriate artefacts as well as the opportunity to build a portfolio

The redesigned programme will have no exams as this assessment method is not constructively aligned with the skills required in advertising practice.

Programme Specification

ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: [MA Advertising | Bournemouth University](#)

PROGRESSION ROUTES

No internal progression

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate / Postgraduate / Foundation degree / Higher National / Graduate Diploma / Graduate Certificate Assessment Regulations.

For PG taught programmes include: <https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf>

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Upon completion of the taught units and the submission of their Final Project, students will also have the opportunity to undertake an optional **30-week Industry Placement** (shared with MAMC). This placement will provide students with the opportunity to apply and test their knowledge and skills in a professional setting of an advertising or branding agency and its clients (or, alternatively, in an 'in-house' environment).

Programme Specification

Programme Skills Matrix

Units		Programme Intended Learning Outcomes																			
		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4	D 5	D 6	
LEVEL 7	Strategy Planning for Advertising																				
	Consumer Insights																				
	Digital Media Strategies																				
	Research in Action																				
	Creative Practice in Advertising																				
	Creative Advertising Management																				
	Final Project																				
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