

# MA Promotional Media: Public Relations, Advertising and Marketing

## Programme Specification

**Awarding Institution:**

University of London (Interim Exit Awards made by Goldsmiths' College)

**Teaching Institution:** Goldsmiths, University of London

**Final Award:** MA

**Programme Name:** MA Promotional Media: Public Relations, Advertising and Marketing

**Total credit value for programme:** 180 credits

**Name of Interim Exit Award(s):**

Postgraduate Certificate of Higher Education (PGCert)

Postgraduate Diploma of Higher Education (PGDip)

**Duration of Programme:** 1 year full-time or 2 years part-time

**UCAS Code(s):** Not applicable

**HECoS Code(s):** (100444) Media and Communication Studies

**QAA Benchmark Group:** Not applicable

**FHEQ Level of Award:** Level 7

**Programme accredited by:** Not applicable

**Date Programme Specification last updated/approved:** July 2023

**Home Department:** Media, Communications and Cultural Studies (MCCS)

**Department(s) which will also be involved in teaching part of the programme:**

Not applicable

## Programme overview

The MA Promotional Media: Public Relations, Advertising and Marketing crosses the formalised boundaries established between media, public relations (PR), marketing and advertising in theorisations of these fields; establishing links between practitioner literatures/theory, and media and cultural studies. Students can choose up to 60 credits of option modules, including 30 credits of practice-based modules. Students are also given opportunities to apply theory to actual empirical problems through their dissertation project and additional assignments and presentations.

The programme is theory-driven, but grounded in practice. Compulsory modules consist of two full modules taught in the Department of Media, Communications and Cultural Studies.

These two full modules provide an in-depth exploration of contemporary issues and debates within the PR, advertising and marketing professions, as well as demonstrating techniques for analysing promotional media texts. The programme is embedded in the Department's ethos of diversity and interdisciplinarity. This is reflected in the combination of theory and practice, which allows us to challenge norms and engage with real-world issues.

## **Programme entry requirements**

Applicants will normally be expected to hold a good first degree in a relevant subject area, and non-native speakers of English will be expected to possess an IELTS score of 6.5, or equivalent. However, consideration may also be given to students without an academic background in a relevant subject area if they have several years of professional experience in this area or are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study. The MA also seeks to equip students with specific skills that will provide opportunities for career enhancement. Students will develop critical and cognitive skills in analysing and interpreting developments in the PR, advertising and marketing sectors, and practical skills in applying their knowledge and insights to new areas and projects.

The MA enables students to conduct further research of their own in this area (for example at PhD level) and provides them with both the knowledge and skills to pursue careers related to media, public relations, advertising and marketing communications. The MA seeks to serve these career trajectories by offering a careful balance of theory and practice, a range of optional modules that allow students to develop their own interests and trajectories, and by keeping at its heart a focus on the deepening of students' intellectual engagement with the social, economic and political issues that make social communication and media so central to contemporary societies.

## **Programme learning outcomes**

The programme learning outcomes require students to develop a body of knowledge and a set of cognitive skills enabling them to explain and critically analyse the contemporary organisation and practice of public relations, advertising and marketing. Students are required to develop skills that will enable them to contribute to these bodies of knowledge, but which will also be of use in a broader range of professional contexts.

A Postgraduate Certificate in Promotional Media: Public Relations, Advertising and Marketing will be awarded to students who achieve 60 CATS by passing both compulsory modules, Promotional Media 1: Changing Fields and Contexts and Promotional Media II: Campaign Skills and Techniques. Students awarded the Postgraduate Certificate will be able to:

## Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate an in-depth understanding of the promotional professions (PR, advertising and marketing) as professional projects and an awareness of the debates and struggles within and between the fields, from both industry and academic perspectives.	Promotional Media I Promotional Media II
A2	Systematically understand features of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines and professional projects.	Promotional Media I Promotional Media II
A3	Critically evaluate relevant debates and theoretical models critically, using appropriate evidence and reasoning.	Promotional Media I Promotional Media II
A4	Explore and deconstruct promotional texts using taught analytical techniques, and to apply these techniques to develop promotional campaign activity.	Promotional Media I Promotional Media II

## Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Articulate a high degree of critical reasoning and significant independence of thought.	Promotional Media I Promotional Media II
B2	Develop and structure complex arguments and communicate these with clarity in written and oral form.	Promotional Media I Promotional Media II

## Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Articulate an understanding of the intellectual and practical/ professional concerns that underpin contemporary research on PR, advertising and marketing, and the ability to contribute to this research through the use of appropriate research skills and resources.	Promotional Media I Promotional Media II
C2	Apply knowledge acquired across the programme to new examples and practical projects where promotional techniques are used.	Promotional Media I Promotional Media II

## Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Undertake independent research in one or more of the areas covered by the programme to a high standard.	Promotional Media I Promotional Media II Options
D2	Initiate new projects, deploying a range of organisational, research and communication skills and take responsibility for seeing such projects through to completion.	Promotional Media I Promotional Media II
D3	Use a variety of critical skills to analyse promotional projects, campaigns, and work environments.	Promotional Media I Promotional Media II
D4	Demonstrate the ability to work in international teams.	Promotional Media I Promotional Media II

A Postgraduate Diploma in Promotional Media: Public Relations, Advertising and Marketing will be awarded to students who achieve 120 CATS by passing both compulsory modules, Promotional Media I and Promotional Media II, as well as 60 CATS of options. Students awarded the Postgraduate Diploma will also be able to:

### Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Present advanced and systematic knowledge of recent and relevant literature in the broader field of media, communications and cultural studies and demonstrate a critical awareness of current theoretical problems.	Option modules
A2	Consolidate and deepen their understanding of related subject areas in which they have an interest through the choice of options offered on the programme.	Option modules

### Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Systematically and creatively engage in debates and develop reflective commentary taking into account a range of views and perspectives from media, communications and cultural studies.	Option modules

### Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Engage with and apply wider debates and practices in media, communications and cultural studies.	Option modules
C2	Demonstrate that they can produce significant pieces of written work of a high academic standard (i.e. adequately researched, planned and structured, clearly written, well- presented and following academic conventions).	Option modules

### Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate a range of advanced communication and discussion skills in written and oral contexts that deepen your knowledge of promotional media.	Option modules

In addition to the Learning Outcomes for the Postgraduate Certificate and Postgraduate Diploma, students who successfully complete MA Promotional Media: Public Relations, Advertising and Marketing will also be able to:

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate a systematic and advanced understanding of relevant theoretical concepts and methodologies, identifying strengths, weaknesses and gaps.	Final Dissertation
A2	Appreciate a range of methodological issues surrounding the production of innovative research in Cultural Studies.	Final Dissertation
A3	Advance their critical understanding of one particular issue in contemporary culture in relation to the broader Cultural Studies field.	Final Dissertation

### Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Identify and apply appropriate theoretical concepts and methodologies in response to existing empirical or theoretical problems and/or suggest lines of enquiry relevant to those contexts.	Final Dissertation

### Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Design and undertake a specialist research project related to promotional media, organise the findings, and present them in the form of a single-authored, original piece of academic writing.	Final Dissertation
C2	Act autonomously in the execution of a piece of research related to promotional media and take responsibility for both ethical and practical decisions, and for presenting the findings in a clear and coherent form.	Final Dissertation
C3	Debate salient academic, ethical and technical issues relevant to research methods, and draw on this awareness in designing an effective research project.	Final Dissertation

### Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Show independence and creativity in self-learning, exercise initiative and taking personal responsibility for work.	Final Dissertation

### Grading Criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	A mark of 80-100% is awarded when a candidate satisfies the requirements for a Distinction, but to an outstanding degree. Such work will demonstrate high levels of originality that are well-supported by critically-evaluated evidence and sophisticated and rigorous engagement with methods and/or theory. The work will be well-structured, clearly argued, meticulously presented and referenced and contribute to debate within the field.
70-79%	Distinction	A mark of 70-79% is awarded when the work demonstrates the application of appropriate knowledge, understanding and skills specified in the learning outcomes of the module to a very effective extent. The work will show evidence of

		extensive relevant reading and an impressive grasp of current major issues in the field. This knowledge will have been reviewed critically with insight and originality, as well as independence of thought. Arguments and the presentation of evidence will be well-structured, demonstrate sophisticated reasoning, with clear awareness of issues of methodology, relevant theory and evidence, and be particularly clear, well focused and cogent. Presentation and referencing should be of a high level.
60-69%	Merit	A mark of 60-69% is awarded when candidates demonstrate the application of appropriate knowledge, understanding and skills specified in the module learning outcomes to an effective extent. The work will show consistency and fluency in structuring their arguments, discussing and evaluating evidence and theories drawn from a wide range of sources. The student will have demonstrated an ability to relate this reading to their topic, will have clearly understood and assimilated the relevant literature and will have shown evidence of independent thinking. Presentation and referencing will be good.
50-59%	Pass	A mark of 50-59% is awarded when the work demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There will be clear evidence of knowledge and understanding, but limited development of ideas, independent thinking critical comment or focus on the question. The work may be largely descriptive and weakly structured. Presentation and referencing are likely to be weak to satisfactory. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.
30-49%	Fail	A mark of 30-49% is awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the learning outcomes of the module. Key issues will not have been addressed and there will be insufficient evidence of reading, insight and analysis. Closer to the threshold, there will be evidence of ability to move beyond these problems. Presentation and referencing are likely to be unsatisfactory.
10-29%	Bad fail	A mark of 10-29% is awarded when the assessed work demonstrates a significant overall failure to achieve the



		learning outcomes, and where there is no evidence of recognition of the question, nor of how to respond to it. The work will contain largely irrelevant material or may be too brief to meet the learning outcomes.
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes.
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for an assessment offence.

## Mode of study

On campus.

## Programme structure

Attendance at all lectures and seminars is mandatory. In order to gain an MA, students are required to pass three compulsory module units, optional module units to a value of 60 credits and a dissertation. The two taught compulsory modules will be worth 60 credits in all (2 x 30 CATS). The optional module(s) will be to a total value of 60 credits, while the dissertation will be worth 60 credits.

Students are required to take two compulsory modules taught chronologically in the following order: Promotional Media I is taught in the Autumn term, while Promotional Media II is taught in the Spring term. The Autumn term module provides the foundation and theoretical context for the modules taught in the Spring. The first compulsory module, Promotional Media I: Changing Fields and Contexts, is a formal lecture-seminar programme introducing public relations, advertising and marketing as professional projects, and unpacking various issues and debates affecting all three disciplines as they are increasingly required to integrate with each other and adapt to the digital platform economy. The second compulsory module, Promotional Media II: Campaign Skills and Techniques, combines theory and practical elements – positioning promotional workers as cultural intermediaries who draw on a range of persuasive techniques and practices in the digital platform economy. Assessment for this includes a group project and presentation.

Students are required to take optional modules to a value of 60 credits from a choice of modules in the departments of Media, Communications and Cultural Studies, IMS, Computing or elsewhere in the College.

The list of available options may vary depending on staff availability and timetabling, but the overall aim is that the choice of options will allow students to explore in greater depth, and in a systematic way, some of the social, political, economic and cultural contexts for promotional culture and media. Select options will also facilitate an additional route for

students from practical and/or creative backgrounds wishing to further develop their creative practice alongside a programme of study that deepens their understanding of the economic, media and professional contexts in which promotional media work now takes place.

All students are required to produce a dissertation. Individual tutors are assigned in the autumn term, and students are expected to meet with their tutors before the end of that term. This is followed by a structured series of one-to-one meetings throughout the spring term and into the summer term, in which students discuss research methods, ways of accessing relevant material, structuring drafts and other related topics.

Full-time students are required to take the equivalent of two 30 CATs modules each term, and to produce their dissertation between the end of the spring term and the end of August. Part-time students take one compulsory module per term in their first year. However, it is expected that some part-time students will choose to 'front load' their studies by taking an options module in Year 1 so as to enable a lighter load in Year 2.

### **Progression requirements**

Full-time students take the programme over one calendar year. Part-time students take the programme over two calendar years. Formal teaching takes place in the autumn term (eleven weeks) and spring term (eleven weeks). The summer term is designed for revision, assessment, and for intensive dissertation preparation.

In order to complete their first year, part-time students need to successfully complete both of the compulsory modules in their first year. Normally part-time students will take optional modules in the second year, and complete their dissertation at the end of that year.

### **Postgraduate Diploma (PGDip.)**

To successfully complete the Postgraduate Diploma, students will need to pass modules to the value of 120 CATS, including all compulsory taught modules of the programme (apart from the final Dissertation).

### **Postgraduate Certificate (PGCert.)**

To successfully complete the Postgraduate Certificate, students will need 60 CATS comprised of the two taught core modules.

## Full-time mode

### Academic year of study

Module Name	Module Code	Credits	Level	Module Type	Term
Promotional Media I: Changing Fields and Contexts	MC71148A	30	7	Compulsory	1
Promotional Media II: Campaign Skills and Techniques	MC71149A	30	7	Compulsory	2
Options modules to the value of 60 CATS	Various	60	7	Optional	1, 2
Dissertation	MC71152B	60	7	Compulsory	2, 3

## Part-time mode

### Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Promotional Media I: Changing Fields and Contexts	MC71148A	30	7	Compulsory	1
Promotional Media II: Campaign Skills and Techniques	MC71149A	30	7	Compulsory	2
Up to 30 credits of options in Year 1 if preferred.	Various	30 credits	7	Optional	1, 2

### Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
Options modules to the value of 60 CATS to be completed by Year 2	Various	60	7	Optional	1, 2
Dissertation	MC71152B	60	7	Compulsory	2, 3

## Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching

are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

## **Placement opportunities**

MA Promotional Media students are able to seek internship opportunities from the end of Term 2.

## **Employability and potential career opportunities**

The Department of Media, Communications and Cultural Studies has a strong record of employment prospects for its graduates. Graduates from other postgraduate programmes in the department have won numerous awards for their practice work, and have gone on to a variety of jobs: some in the media industries, some in professional fields less directly related to the media, and some into further academic research.

MA Promotional Media: Public Relations, Advertising and Marketing graduates can expect to enter a wide range of careers, but two particular trajectories are anticipated. First, the programme will equip students seeking professional development with the knowledge and skills necessary to pursue (or enhance) careers related to public relations, advertising, marketing communications and promotional campaigning, as well as other related communications roles. Such students will be encouraged to seek work experience in relevant institutions during the programme, although these will not be compulsory and will not be organised by Goldsmiths. Students will also be encouraged to develop specialist 'routes' (if they so wish) via their choice of options modules. Students will be provided with access to contemporary industry activity and case studies to gain an understanding of how their degree can be used in a professional context.

Second, the programme will equip students seeking to conduct further research (for example at PhD level or in other research roles) with an in-depth and high-level understanding of current academic debates about promotional media in particular, and related areas such as economic sociology, political communications and media and cultural

theory more broadly. Students in this category will also benefit from a programme with a substantial research component, and from the exceptional research environment offered by the departments of Media, Communications and Cultural Studies, and Sociology, in particular.

The Careers Service provides central support for skills enhancement, running The Gold Award scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report (HEAR).

## **Programme-specific requirements**

Not applicable

## **Tuition fee costs**

Information about postgraduate fees and funding opportunities is available via the programme web page – <https://www.gold.ac.uk/pg/ma-promotional-media/>. Students applying for funding may be subject to an application deadline.

## **Specific programme costs**

There are no specific additional costs associated with this programme.

In addition to tuition fees, students will be responsible additional costs such as buying stationery or paying for photocopying.