

# **Postgraduate Diploma in 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:**

Postgraduate Diploma in Promotional Media: Public Relations, Advertising and Marketing

**Programme Name:**

Postgraduate Diploma in Promotional Media: Public Relations, Advertising and Marketing

**Total credit value for programme:** 120

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

Postgraduate Certificate in Promotional Media: Public Relations, Advertising and Marketing

**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:** 7

**Programme accredited by:** Not applicable

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

**Home Department:** Media, Communications and Cultural Studies

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

Not applicable

## **Programme overview**

The PG Diploma in 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 engage in a systematic 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 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. The compulsory modules consist of two full modules taught in the Department of Media, Communications and Cultural Studies. The 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 Diploma 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 Certificate seeks to serve promotional career trajectories by theorising promotional industry evolution and practice.

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. The programme is theory-driven but grounded in practice.

## **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 will also be given to students without an academic background in a relevant subject area if they have professional experience in this area and are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study.

## **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.

Students who exit at the Postgraduate Certificate stage in Promotional Media will be able to:

## Knowledge and understanding

<b>Code</b>	<b>Learning outcome</b>	<b>Taught by the following module(s)</b>
A1	Articulate 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	Reveal a comprehensive understanding of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines.	Promotional Media I  Promotional Media II
A3	Evaluate debates and theoretical models critically, using appropriate evidence and reasoning.	Promotional Media I  Promotional Media II
A4	Explore and deconstruct promotional media texts using taught analytical techniques, and to apply these techniques to develop promotional campaigns.	Promotional Media I  Promotional Media II

## Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate 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	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
D2	Understand and analyse promotional projects and work environments.	Promotional Media I Promotional Media II
D3	Work productively and collaboratively in international teams.	Promotional Media I Promotional Media II

Students who are awarded a Postgraduate Diploma in Promotional Media: Public Relations, Advertising and Marketing will be able to:

## Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Articulate an in-depth understanding of the promotional professions (PR, advertising and marketing) as professional projects, and an awareness of debates and struggles within and between the fields, from both industry and academic perspectives.	Promotional Media I Promotional Media II
A2	Reveal a comprehensive understanding of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines.	Promotional Media I Promotional Media II
A3	Evaluate 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
A5	Reveal an in-depth understanding of one or more related areas of study in media/communications or sociology, and the ability to explain how these areas relate to the development of promotional work.	Promotional Media I Promotional Media II Options

## Cognitive and thinking skills

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

## 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 communication, 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 Options

## Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	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 Options
D2	Understand and analyse promotional projects and work environments.	Promotional Media I Promotional Media II Options
D3	Work productively and collaboratively in international teams.	Promotional Media I Promotional Media II Options
D4	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

The first set of learning outcomes are supported through weekly lectures and seminars across the two compulsory modules – Promotional Media I (30 CATS) and Promotional Media II (30 CATS); together with optional modules, and through the assessment methods set out below. Students are expected to read at least one article ahead of each lecture-seminar, but are strongly encouraged to conduct further reading of their own, and to share their insights with other students in seminar discussions. Lectures and seminars provide an opportunity for students to clarify their understanding of particular themes and topics.

Seminars include tasks that ask students to discuss, analyse and critically assess different models and perspectives; in this way, seminars also support the second set of learning outcomes, namely skills in critical reasoning, and in the development and communication of complex arguments. These tasks also provide students with an opportunity to rehearse skills that will be used in some of the formal assessments. Weekly office hours held by core teaching staff offer students the possibility of one-to-one meetings with tutors, enabling further consolidation and clarification of the knowledge and understanding of subject skills, acquired through lectures, seminars and independent study.

The first compulsory module (Promotional Media I) introduces students to power theories and applications to the promotional professions, as well as providing individual and group practice in using discursive analytical techniques. The second compulsory module (Promotional Media II) enhances students' knowledge of PR, advertising and marketing; enabling them to apply that knowledge to practical examples and case studies as well as incorporating acquired knowledge into practical projects.

The second, third and fourth sets of learning outcomes are supported above all through the structured learning activities described above, and tested through the assessment methods outlined below. In addition, seminars on the first and second compulsory modules include tasks that require students to conduct independent research of their own and to present their findings to other students. These tasks (for example, applying discourse analytic techniques to promotional material; researching a promotional campaign and preparing a creative brief) will particularly support the fourth set of learning outcomes: the development of transferable skills, such as the ability to initiate new projects, take responsibility for such projects, and work in teams.

The optional modules further enable students to acquire and demonstrate key learning outcomes. Options modules offered by the department, such as Promotional Culture (15 or 30 CATS) will, for example, contribute to the development of the first, third and fourth sets of learning outcomes: knowledge of the social, political and cultural factors that have influenced the development of promotional activity; knowledge of related areas of study in communications and sociology; skills of critical reasoning and evaluation; and the ability to apply knowledge from across the programme to new examples and to the formulation of practical projects.

Throughout the programme, students are encouraged to make use of the support provided by the Learning Resources team, subject librarians and the Centre for Academic Language and Literacies. These are introduced to students as part of the first compulsory module, and provide an important ongoing resource as they develop greater independent research capacities over the module of the programme.

## Grading criteria

Assessment of programme outcomes will be through a combination of assessed essays, a discourse analytical project, as well as a practical project that will require students to respond to a brief and produce a detailed promotional campaign strategy document. The final two learning outcomes (initiating new projects and working in teams) will be assessed most directly in the project components of assessment.

For the compulsory components of the diploma, students will be formally required to produce:

Two individual 3,500-4,000 word essays (on the 30 CAT modules), which will assess the first and second sets of learning outcomes in particular: knowledge and understanding, and cognitive/thinking skills such as critical reasoning, structuring arguments and working independently.

A group project that assesses knowledge and understanding of power theories and the ability to apply discourse analytical techniques to explore and deconstruct promotional media texts (first compulsory module only). This particularly assesses the first, second and fourth sets of learning outcomes.

A group project that assesses knowledge and understanding of promotional skills and techniques and the ability to apply this in a practical way through the designing of a promotional campaign (second compulsory module only). This assesses the first, third and fourth sets of learning outcomes.

For the optional modules, assessment will vary depending on specific combinations of modules chosen, and may include combinations of the following:

Assessed essay(s) of 5-6000 words in length, or equivalent, for each optional module for 30 CATs options, or 3,000 words in length, or equivalent, for 15 CATs options. As above, these will assess both knowledge/understanding (of key themes and debates covered in the module) and skills such as critical reasoning, structuring arguments and working independently.

Practice-based assignments, involving presentations and the development of portfolios (e.g., of journalist-style articles or campaign materials).

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	A specific mark of 80-100% is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree.



Mark	Descriptor	Specific Marking Criteria
70-79%	Distinction	A mark of 70-79% is awarded when the essay 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 independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear awareness of issues of methodology and evidence, and be particularly clear, well-focused and cogent. A mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field.
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 essay will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. They will demonstrate an ability to relate this reading to their topic, and will clearly have understood and assimilated the relevant literature.
50-59%	Pass	A mark of 50-59% is awarded when the essay demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. 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.
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 it might be responded to.

Mark	Descriptor	Specific Marking Criteria
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 a plagiarised assessment.

## Mode of study

On campus

## Programme structure

Attendance at all lectures and seminars is mandatory. In order to gain a Diploma, students are required to pass two compulsory module units, plus optional module units to a value of 60 credits. The compulsory modules will be worth 60 credits in all (2 x 30 CATS). The options module(s) will be to a total value of 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 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. The second compulsory module, Promotional Media II: Campaign Skills and Techniques, will combine theory and practical elements – positioning promotional workers as cultural intermediaries who draw on a range of persuasive techniques and practices. Assessment for this will include 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.

## Progression requirements

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.

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 and assessment.

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, as set out below.

### Full-time mode (one year)

Module Title	Module Code	Credits	Level	Module Status	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
Optional modules to the value of 60 CATS	Various	60	7	Optional	1&2

### Part-time mode

#### Academic year of study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Promotional Media I: Changing Fields and Contexts	MC71148A	30	7	Compulsory	1
Promotional Media II: Campaign Skills and Techniques	MC71149A	30	7	Optional	1

## Academic year of study 2

Module Title	Module Code	Credits	Level	Module Status	Term
Optional modules equal to the value of 60 CATS	Various	60	7	Optional	1-2

### Postgraduate Certificate (PGCert.)

To successfully complete the Postgraduate Certificate, students will need 60 CATS, consisting of the two compulsory taught modules of the programme.

## 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**

Not applicable

## **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.

PG Diploma 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 be provided with access to contemporary industry activity and case studies to gain an understanding of how their PG Certificate can be used in a professional context.

## **Programme-specific requirements**

None.

## **Tuition fee costs**

Information on tuition fee costs is available at: <https://www.gold.ac.uk/students/fee-support/>

## **Specific programme costs**

None.