

# MA Public Relations, Advertising & Marketing

## Programme specification

### 1. Programme details

Item	Information
a) Programme name (incl. pathways):	MA Public Relations, Advertising & Marketing
b) Programme code(s)	730356A
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Clea Bourne
e) Entry requirements	You should have (or expect to be awarded) an undergraduate degree of at least 2:2 standard in a relevant/related subject. You might also be considered if you aren't a graduate or your degree is in an unrelated field, but you have relevant experience and can show you can work at postgraduate level
f) Academic year effective from	2026-27

### 2. Programme Aims & Overview

#### Aims

The MA 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.

#### Overview

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.

### 3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	N/A
c) HECoS Code(s):	100444 Media & Communications
d) QAA Benchmark group:	N/A

### 4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	MCCS <b>If other, name here:</b>
d) School(s) also involved in teaching of the programme:	1. None 2. None 3. None <b>If other, name here:</b>
e) Entry awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input type="checkbox"/> PGCert <input type="checkbox"/> PGDip
f) Interim exit awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input checked="" type="checkbox"/> PGCert <input checked="" type="checkbox"/> PGDip
g) Final awards:	MA

### 5. Delivery

Item	Information
a) Language of study:	English
b) Valid intake points in year:	<input type="checkbox"/> January <input checked="" type="checkbox"/> Sept/Oct <input type="checkbox"/> Other If other, specify:
c) Mode of study:	On Campus  Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.
d) Total hours directed learning/year	120
e) In-person hours	120 100%
f) Online hours	0 0%
g) Pace of study:	<input checked="" type="checkbox"/> Full time <input checked="" type="checkbox"/> Part time
h) Duration of programme	Full time: 1 <input checked="" type="checkbox"/> years <input type="checkbox"/> months

Item	Information
	Part time: 2 <input checked="" type="checkbox"/> years <input type="checkbox"/> months
i) External accreditation:	N/A
j) Apprenticeship Standard:	N/A

## 6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

### Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

### On successful completion of the programme, you will be able to:

	Learning Outcome	Level	Graduate Attribute
D1	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.	7	Diversity of perspective
D2	Systematically understand features of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines and professional projects.	7	Diversity of perspective
D3	Critically evaluate relevant debates and theoretical models critically, using appropriate evidence and reasoning.	7	Diversity of perspective
F1	Explore and deconstruct promotional texts using taught analytical techniques, and to apply these techniques to develop promotional campaign activity.	7	Diversity of perspective
F2	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.	7	Collaboration
F3	Apply knowledge acquired across the programme to new examples and practical projects where promotional techniques are used.	7	Political in the personal

	Learning Outcome	Level	Graduate Attribute
P1	Articulate a high degree of critical reasoning and significant independence of thought.	7	Diversity of perspective
P2	Develop and structure complex arguments and communicate these with clarity in written and oral form.	7	Diversity of perspective
P3	Demonstrate the ability to work in international teams.	7	Responsible agency

## 7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

**Compulsory** modules must be taken by all students.

**Option** modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

### Programme structure notes (where relevant):

#### Phase 1 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
PR, Advertising & Marketing	MC71148 A	30	7	Compulsory	1		MA Public Relations, Advertising & Marketing
Brand Campaign Skills	MC71149 B	30	7	Compulsory	2		MA Public Relations, Advertising & Marketing
PR Advertising & Marketing Dissertation	MC71152 B	60	7	Compulsory	3		MA Public Relations, Advertising & Marketing
Media Power & Political Communications	MC71084 A	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Film Craft Fundamentals	MC71169 A	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing
Storytelling Strategies	MC71179 B	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing
Social Media in Everyday Life	MC71190 A	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing
Fashion Sustainability & Global Cult	MC71256 A	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing
Consumer Behaviour	IM71007B	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing
Marketing Strategy	IM71002A	30	7	Option - Shared	1		MA Public Relations, Advertising & Marketing
Music as Communication	MC71050 A	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing
Embodiment & Experience	MC71051 C	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing
Contemporary Feminist Media Cultures	MC71235 A	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing
Immersive & Generative Arts	MC71241 B	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing
Digital Audiovisual Media	MC71237 A	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Film Editing Fundamentals	MC71171 A	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing
Creating Customer Experiences	IM71015A	30	7	Option - Shared	2		MA Public Relations, Advertising & Marketing

## 8. Learning, Teaching & Assessment

### Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

**Specifically, this programme will be taught in the following ways:**

N/A

### Assessment modes and approaches

You will be assessed in a range ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

**Specifically, this programme will be assessed in the following ways:**

Module	Assessment Type	Submission	Learning Outcomes	Credits
Dissertation	Coursework	10-12,000 words	all	60
PR Advertising & Marketing	Essay	2-2,500 words		30

	Group work	Presentation + report		
Brand Campaign Skills	Essay	2-2,500 words		30
	Group work	Presentation + report		
Optional modules	Essay/ Project	Various theory & practice depending on module chosen	all	2 x 30

### Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	N/A	N/A	N/A	N/A	2	1
Exam	N/A	N/A	N/A	N/A	N/A	0
Live	N/A	N/A	N/A	N/A	N/A	0
Portfolio (multi-modal)	N/A	N/A	N/A	N/A	2	2
Practical / multimedia	N/A	N/A	N/A	N/A	N/A	0
Written	N/A	N/A	N/A	N/A	1	1
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>
<b>Of which...</b>	<b>Individual:</b>	<b>4</b>	<b>Group:</b>	<b>2</b>		

## 9. Other information

Item	Information
a) Assessment regulations	<a href="https://www.gold.ac.uk/gam/taught-programmes/assessment/">https://www.gold.ac.uk/gam/taught-programmes/assessment/</a>
b) Placement opportunities	N/A
c) Programme-specific requirements	N/A
d) Programme specific costs and resources	N/A
e) Employability and potential career opportunities	N/A

## 10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

## 11. Curriculum map

### Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
PR, Advertising & Marketing	MC71148 A	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Brand Campaign Skills	MC71149 B	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PR Advertising & Marketing Dissertation	MC71152 B	Compulsory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media Power & Political Communications	MC71084 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Film Craft Fundamentals	MC71169 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Storytelling Strategies	MC71179 B	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media in Everyday Life	MC71190 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fashion Sustainability & Global Cult	MC71256 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consumer Behaviour	IM71007B	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Strategy	IM71002A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Music as Communication	MC71050 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contemporary Feminist Media Cultures	MC71235 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Immersive & Generative Arts	MC71241 B	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Audiovisual Media	MC71237 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Film Editing Fundamentals	MC71171 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Creating Customer Experiences	IM71015A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Embodiment & Experience	MC71051 C	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>