



Queen Margaret University

EDINBURGH

Programme Specification

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement (BS)

1	Awarding Institution	Queen Margaret University
2	Teaching Institution	Queen Margaret University
3	Professional body accreditation	CIPR
4	Final Award	BA (Hons) Public Relations and Media
	Subsidiary exit awards	Certification of Higher Education level 7 Diploma of Higher Education level 8 BA Public Relations and Media level 9
5	Programme Title	BA (Hons) Public Relations and Media
6	UCAS code (or other coding system if relevant)	PP23 BA/PrM
7	SCQF Level	10
8	Mode of delivery and duration	Full time 4 years (Part time 6 years)
9	Date of validation/review	29/4/14

10. Educational Aims of the programme

Overall programme aims for BA (Hons) PR and Media are:

- 1 To offer high quality education for professional communication practitioners based on an interdisciplinary approach
- 2 Develop a deeper understanding of the relevant body of knowledge and students' personal and professional skills in order to contribute to the development of the subject area, field or profession
- 3 To enhance students' lifelong learning skills and personal development so as to better contribute to a sustainable society at local, national and international levels

The Programme Objectives are for graduates to:

1. Recognise and engage with key issues of modern societies such as equality, diversity and sustainability both as citizens and professional communicators
2. Have an informed, critical and creative approach to understanding public relations, media, marketing and events management in contemporary society
3. Have an informed, critical and responsible approach to professional practice in a range of industries and environments
4. Meet the challenges of employment (including self-employment) in a society in which integrated and intercultural communications and converged media play an increasingly central role
5. Have developed their intellectual capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and creative problem solving

11. Benchmark statements/professional and statutory body requirements covered by the programme

The overall programme aims, objectives and learning outcomes have been informed by the QAA subject benchmarks for:

- Communication, Media, Film and Cultural Studies 2008
- Scottish Credit and Qualifications Framework Level Descriptors
- Chartered Institute of Public Relations

12. Learning Outcomes of the Programme

A Knowledge and Understanding

On completion of the programme, the students will have gained knowledge and understanding of:

- A1. The shape and character of Public Relations and media industries in the global environment
- A2. A critical understanding of the principal theories, concepts and paradigms at the forefront of the subject disciplines
- A3. The wider societal, cultural and economic context of public relations in the way political and corporate policy and decision making impact on each other in the UK, Europe and internationally
- A4. An understanding of the social, cultural and political histories from which different media and cultural institutions, modes of communication, practices and structures have emerged
- A5. The application of technical, production, managerial and interpersonal skills and knowledge to develop, propose and evaluate practical and theoretical solutions to problems in public relations
- A6. The convergence of media forms and the impact on society, the media, organisations and individuals
- A7. Societal, organisational and popular culture as it relates to public relations and the role that media and cultural institutions play in society
- A8. The regulatory frameworks, codes of conduct and ethical parameters of corporate, social and government communications, as well as the legal, ethical and regulatory frameworks that affect media production, manipulation, distribution and circulation
- A9. The way people engage and influence behaviour in cultural contexts and practices on a local, regional, national and global level
- A10. Analyse how media and cultural policies are devised and implemented, and the ways in which citizens and cultural communities can play a part in shaping them
- A11. An understanding of the role of technology in terms of media production, content manipulation, distribution, access and use

B Intellectual Skills

On completion of the programme, students will be able to:

- B1. Engage critically with major thinkers, debates, intellectual paradigms, theories and principles applicable to the Public Relations and media domain
- B2. Carry out various forms of research for essays, projects, creative productions or dissertations involving sustained independent enquiry
- B3. Formulate appropriate research questions and employ appropriate qualitative and quantitative methods for exploring those questions
- B4. Select, analyse, summarise and synthesise evidence drawing on a range of sources and conceptual frameworks appropriate to public relations and media in order to develop lines of argument and sound judgement.
- B5. Apply and critically evaluate, from a practical, ethical and theoretical perspective a variety of communication methods that apply public relations and media techniques and disciplines
- B6. Select and apply appropriate knowledge, methodologies and theories to problem solving
- B7. Consider and evaluate their own work in a reflective manner, with reference to academic and/or professional issues, debates and conventions
- B8. Take responsibility for their own learning and continuing professional development to be lifelong learners who can reflect and build on their experiences to achieve success

C Practical Skills

On completion of the programme, students will be able to:

- C1. Plan, design, execute and evaluate practical activities using appropriate techniques and procedures, informed by and contextualised within, the relevant theoretical issues and debates
- C2. Produce creative and innovative materials suitable for a variety of audiences and in a variety of media forms
- C3. Undertake fieldwork with appropriate consideration for ethics, safety and risk assessment
- C4. Demonstrate professional competencies when undertaking work experience
- C5. Plan, design, execute and communicate a sustained piece of independent work using appropriate media
- C6. Use information technology in the Public Relations and media industries workplace and in the analysis of findings and presentation of work
- C7. Produce work showing capability in operational aspects of media production technologies, systems techniques and professional practices

D Transferable Skills

On completing the programme, students will be able to:

- D1. Communicate and present information effectively in oral, written, electronic or other formats
- D2. Apply information skills accurately and effectively
- D3. Successfully interact with others and work as a team showing abilities at different times to listen, contribute and lead effectively
- D4. Be confident, creative problem-solvers who can bring together skills of enquiry, research, evidence and critical analysis to investigate complex problems and propose solutions.
- D5. Take innovative approaches and adapt to changing circumstances
- D6. Identify appropriate sources and apply appropriate social scientific methods used in the cognate disciplines
- D7. Reflect on their practice
- D8. Plan and manage learning and work to deadlines
- D9. Work and learn independently demonstrating confidence and self-reliance
- D10. Develop appreciation of a sustainable society, cultural, ethical and gender issues

13. Teaching and learning methods and strategies

The programme adopts a blended learning approach with teaching and learning activities falling into the following categories, each of which is seen as best suited for particular types of learning:

- lectures
- seminars
- workshops
- directed learning, including peer group activities, problem based learning and the use of the virtual learning environment Hub
- independent study

14. Assessment strategies

Following the principle of constructive alignment, assessment on the programme is designed to evaluate how well students have achieved the learning outcomes of the programme. Assessment is located within individual modules, but the learning outcome of each module, clearly identified in the descriptor, is clearly aligned with particular programme learning outcomes.

The programmes use a mixture of formative and summative assessment on modules, and seek to maximise formative assessment as much as possible through a variety of assessment strategies. The programmes' assessments include some examinations but are largely assessed through a variety of forms of coursework, including:

- Academic Essay
- Presentation
- Research Report
- Electronic Posting
- Case Study
- Practical or creative product (in appropriate medium)
- Reflective report
- Portfolio
- Dissertation

These forms of assessment have been chosen to maximise students' high cognitive level activity. Most are the result of individual effort, but some take the form of group work.

When exams are used, care is taken to ensure they are designed in such a way as to minimise the possibility of students' merely reproducing their knowledge base of factual content, instead producing work that is, like the coursework, reflective, relational and analytic.

All assignment specifications are peer reviewed by the programme team and forwarded to the external examiner for information before distribution to students.

15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)

Students will study the following:

LEVEL 1	Sem 1	I1144 Introduction to PR (20 credits)	I1143 Introduction to Media Studies (20 credits)	I1141 Media Production 1 (year long) (20 credits)	
	Sem 2	I1xxx Online PR: Platforms and Practices (20 credits)	I1145 Media Relations (20 credits)		I1146 Media Industries (20 credits)
LEVEL 2	Sem 1	I2147 Media Campaigning (20 credits)	I2149 Critical Thinking and Rhetoric (20 credits)	I2142 Media Production 2 (year long) (20 credits)	
	Sem 2	I2148 Employee Communication and Dealing with Change (20 credits)	I2xxx Sports PR, Marketing and Media (20 credits)		I2146 Media and Democracy (20 credits)
LEVEL 3	Sem 1	I3170 Persuasive Communication (20 credits)	I3168 Media, Culture and Society (20 credits)	I3167 PR Research (year long) (20 credits)	Option (20 credits)
	Sem 2	I3155 PR Theory and Strategy (20 credits)			Option (20 credits)

LEVEL 4	Sem 1	I4168 Professional Communication Placement (year long) (40 credits)	Option (20 credits)	I4141 Dissertation (year long) (40 credits)
	Sem 2		Option (20 credits)	

Level 3/4 Options

I3171 Video Production (Year long) 20 credits
 B3103 Fashion Marketing (Sem 1) 20 credits
 I4164 International PR (Sem 1) 20 credits
 I4169 Media Events (Sem 1) 20 credits
 I4162 Photography and Visual Culture (Sem 1) 20 credits
 I4166 Screenwriting (Sem1) 20 credits
 I4136 Modernity on Screen (Sem 1) 20 credits
 I4xxx Student Initiated Module (SIM) (Sem 1 or 2) 20 credits
 I4163 Public Relations & Activism (Sem 2) 20 credits
 I4152 Film and the Family (Sem 2) 20 credits
 I4xxx Television Drama (Sem 2) 20 credits
 I4160 Critical Perspectives in Radio (Sem 2) 20 credits
 I4106 Popular Music (Sem 2) 20 credits
 I4xxx Photography Practice (Sem 2) 20 credits
 I4xxx Storytelling in Convergent Media (Sem 2) 20 credits

Placement

Students are required to undertake a *Professional Communication Placement* module which provides students with valuable practical experience relevant to their programme. It gives students the opportunity to develop, integrate and apply theoretical knowledge and skills gained across the course in a practical working environment. Students undertake a minimum of 20 days (equivalent to 150 hours) with a host organisation. This is unpaid work experience, but we encourage hosts to pay travel and subsistence expenses. They can arrange to go on placement between November and March in their honours year.

16. Criteria for admission

Entry requirements to the programme is as follows:

Scottish Higher: BBBB or 260 UCAS Tariff points

A Level: BCC or 260 UCAS Tariff points

Irish Leaving Certificate: BBBB or 260 UCAS Tariff points

International Baccalaureate: 28 points

IELTS score for students whose first language is not English: 6.0 with a minimum of 5.5 in each language skill

TOEFL* Overall Score of 79 in internet-based test (iBT), with a minimum of 17 in listening, 18 in reading, 20 in speaking and 17 in writing. Further advice regarding TOEFL in the UK can be found at http://www.gmu.ac.uk/international/english_language.htm

Required Subjects for PR and Media

English, Media Studies, preferred at Higher/A level or equivalent. Maths and English at S/Int2/GCSE level are preferred.

Mature/Access: Access to Humanities / Arts / Business or certain Digital Media courses. We welcome applications from mature students with relevant qualifications and /or experience.

Advanced Entry: Year 2 - Scottish Higher: BC at Advanced Higher in relevant subjects plus BB at Higher. A Level: BBB in relevant subjects.

Years 2 & 3 - HNC/HND Communication with Media / Advertising and Public Relations / Social Sciences.

The standard precepts of the University Admissions Regulations apply. (These can be found on the Quality website: <http://www.qmu.ac.uk/quality/gr/default.htm>)

17. Support for students and their learning

This is provided at both institutional and subject area level.

The programme provides the following student support:

- Longitudinal induction
- Personal Academic Tutors
- Personal Development Portfolios
- Support material through the Hub (programme and modular) and Student handbooks
- Access to Student Learning Services, Library, Effective Learning Service and IT support
- Access to Student Services: careers and employability, counselling, financial advisor, disability service
- Representation through Student-Staff Consultative Committee and Programme Committee.
- English language support for international students
- Royal Literary Fund Writer in Residence
- Students Union

18. Quality Assurance arrangements

The University operates within a well defined quality assurance and enhancement framework, key features of which include:

Validation and Review

Annual Monitoring

External Examining

Institutional, School and Programme level committees

Student Representation

The University's policies and procedures are benchmarked against the Quality Assurance Agency's Code of Practice for Higher Education and other relevant external reference points, and are subject to periodic review to ensure they remain fit for purpose.

Further details on all aspects of quality at the University is available from the dedicated Quality website at the link <http://www.qmu.ac.uk/quality/Default>