

COURSE SPECIFICATION - BA (Hons) Marketing Communications



1. General information

Course Title	Marketing Communications
UCAS code	W900
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	N/A
Relevant QAA Benchmark(s)	Art & Design 2019

Awards	Credits	Duration	Mode of study
BA (Hons) Marketing Communications	360 (180 ECTS)	3 years	FT
BA Marketing Communications*	300 (150 ECTS)	3 years	FT
DipHE in Marketing Communications*	240 (120 ECTS)	2 years	FT
CertHE in Marketing Communications*	120 (60 ECTS)	1 year	FT
*Exit award only			

2. Course Aims

This course aims to provide you with:
<ul style="list-style-type: none"> • The ability to grow a professional understanding of communication practices and to develop the necessary skills to work as a professional within the marketing communications industry, or to progress to a higher level of study at MA level in a related discipline; • An academically rigorous and practical course of study that develops your capability to integrate and articulate your learning at a strategic and practical level; • A course that focuses on creative thinking and exploration (Level 4), strategic implementation, pragmatism and experimentation (Level 5), creative practice, professionalism and the ability to reflect and grow as autonomous learners (Level 6); • A specialised course of study in marketing communications with a focus on ideas, creative thinking and problem solving, exploring copywriting, art direction and creativity through the use of different marketing channels and tools; • A high-quality education in a stimulating and appropriately resourced environment.

3. Distinctive Features

Distinctive features of the course:

The course is both creative and pragmatic with a strong academic foundation. The support from the creative communications industry, the course curriculum and the way in which it is delivered make the course unique, practical and adaptable. The course focuses on the development of creativity and effective ideas in the context of marketing communications, with an emphasis on the use of different marketing channels and tools to communicate a brand message to a desired audience. The creativity is derived from students learning and adopting a number of 'creative thinking models' that when used in any variety of combinations, the results are extremely broad and diverse. The introduction of communication principles and creative strategy, give the content a more pragmatic grounding, which responds to industry needs. The uniqueness of the course which is underpinned by students' individuality, experiences and creativity, is echoed in the variety of briefs. The problem [brief] presented to you does not have a predefined right nor wrong answer, they are open to interpretation, allowing you to identify the problem and deliver communications, which are efficient, effective and on-brand. The ambitions of the course are such that it will explore theory and practice in order to develop alternative methods of communication within the context of advertising, brand engagement and promotional communication. The links with agencies and endorsements of industry professionals suggests that creativity plays a fundamental role within a dynamic and sophisticated communication sector. Responding to industry changes, where roles are often redefined, and supporting the view of professional practitioners, students must be allowed to develop the ability to diversify talents and proficiencies, which should include, but not be limited to copywriting or art direction. With this in mind, some of the modules, are designed to encourage you to explore a variety of strategic roles, for example, planners, account handlers and strategists. Similarly, you will be encouraged to utilise copywriting and art direction to explore and assess creative roles and how different media, marketing channels and technologies can be employed to deliver a coherent, effective and meaningful message.

4. Course Structure

4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUMC401 Prologue	30	15	300
LAUMC402 Ideas	30	15	300
LAUMC403 Strategy	30	15	300
LAUMC404 Language	30	15	300
Level 5	Credit Points	ECTS	Learning Hours
LAUMC501 Disruption	30	15	300
LAUMC502 Creation	30	15	300
LAUMC503 Reaction	60	30	600
Level 6	Credit Points	ECTS	Learning Hours
LAUMC601 Ready	60	30	600
LAUMC602 Go	60	30	600

4b. Course Map / Structure

Level 4		
Semester One	Prologue (LAUMC401) <i>30 Credits</i>	Ideas (LAUMC402) <i>30 Credits</i>
Semester Two	Strategy (LAUMC403) <i>30 Credits</i>	Language (LAUMC404) <i>30 Credits</i>
120 credits (60 ECTS credits)		Certificate of Higher Education (Exit Award)

Level 5		
Semester One	Disruption (LAUMC501) <i>30 Credits</i>	Creation (LAUMC502) <i>30 Credits</i>
Semester Two	Reaction (LAUMC503) <i>60 Credits</i>	
120 credits (60 ECTS credits)		Diploma of Higher Education (Exit Award)

Level 6		
Semester One	Ready (LAUMC601) <i>60 Credits</i>	
Semester Two	Go (LAUMC602) <i>60 Credits</i>	
120 credits (60 ECTS credits)		BA (Hons) Marketing Communications (Exit Award)
*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.		

5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at Level 4, through development of skills and ideas at Level 5, progressing to application and synthesis of skills, originality, and theory in practice at Level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

Level 4 (CertHE)

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	
MC4.1 Provide examples of how to generate creative outcomes suitable to the professional and wider contexts of brand promotion, marketing communications and advertising.	LAUMC401 LAUMC402 LAUMC403 LAUMC404
MC4.2 Document your growing understanding of the wider brand communications contexts through the exploration of theoretical or applied methods of practice.	LAUMC401 LAUMC402
MC4.3 Provide examples of analysis, evaluation, experimentation and development of creative ideas to communicate through media with various audiences.	LAUMC401 LAUMC402 LAUMC403 LAUMC404
MC4.4 Identify an understanding of producing work that follows the principle of strategy which is effective in communicating with various audiences.	LAUMC403 LAUMC404
MC4.5 Provide examples of the creative process from research through ideation to execution, using a variety of media production technologies and channels.	LAUMC403 LAUMC404
MC4.6 Identify an ability of applying methods to problems, communicating effectively in a format appropriate to the marketing communications discipline.	LAUMC401 LAUMC402 LAUMC403 LAUMC404

Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
MC5.1 Evidence a critical understanding of the relationship between theory and practice and how this informs the development of creative products suitable to the professional and wider contexts of brand promotion, marketing communications and advertising.	LAUMC501 LAUMC502 LAUMC503
MC5.2 Evidence critical skills capable to analyse, evaluate, experiment and develop creative ideas to effectively communicate through appropriate media with audiences.	LAUMC501 LAUMC502 LAUMC503
MC5.3 Evidence the capability of producing work that follows the principles of strategy to develop effective communication in response to different audiences and needs.	LAUMC501 LAUMC502 LAUMC503
MC5.4 Demonstrate an ability to solve communication problems through the development of creative outcomes suitable to the professional and wider contexts of marketing communications.	LAUMC501 LAUMC502 LAUMC503
MC5.5 Apply the creative process from research through ideation to execution using a variety of media production technologies in response to marketing communications challenges.	LAUMC501 LAUMC502 LAUMC503

MC5.6 Demonstrate an ability to select methods, manage and self-direct projects in response to problems, communicating effectively in a format appropriate to the marketing communications discipline.	LAUMC501 LAUMC502 LAUMC503
MC5.7 Apply interpersonal and social skills to interact with others, work collaboratively and contribute effectively to marketing communications challenges.	LAUMC502 LAUMC503

Level 6 (BA Hons)

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
MC6.1 Demonstrate an independent critical aptitude, specific knowledge and specialist understanding of the professional and contextual location of your practice.	LAUMC601
MC6.2 Evidence the combination of your knowledge and understanding to generate effective creative solutions within your designated discipline in order to progress into employment or other progression opportunities.	LAUMC601 LAUMC602
MC6.3 Evidence a level of process and professional practice that demonstrates a critically informed application of the materials and professional skills of your chosen marketing communications and advertising disciplines.	LAUMC601 LAUMC602
MC6.4 Use information, experiences and a range of appropriate communication methods to present yourself as a professional practitioner.	LAUMC601 LAUMC602
MC6.5 Demonstrate a clear vision of where your creative strengths lie and how these can be utilised to develop appropriate career paths and opportunities relevant to the breadth of marketing communications practice.	LAUMC602

6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Higher Education teaching & learning at Leeds Arts University](#).

6a. Teaching and Learning

Level 4

Level 4 (Certificate of HE exit), is primarily concerned with developing an ability to investigate and recognise, to explore and understand, to build the bases for a sound knowledge of the fundamental elements of the discipline. You will develop an awareness of advertising, PR, social media, brands, consumer behaviour, context, language, practices, creative and strategic thinking. You will further explore thinking by questioning, then questioning your thinking. This encourages imaginative and logical processing, affording you the skills and tools required to be a 'creative' within a marketing communications context. The course approach to teaching will consider your learning experience and the transition from your previous course to help develop appropriate study skills required for Level 4 study.

Level 5

Level 5 (Diploma of HE exit) encourages you to explore a range of talents, proficiencies, and roles, from digital, through to strategic and creative, including the traditional collaborative dynamism of copywriter and art director within a marketing communications context. This level requires you to form creative strategies for all modules and develop a working appreciation of the creative brief.

You will respond to live and competition briefs, informed by, and relevant to the marketing communications industry, which demands a pragmatic approach to creativity. At this level, you will demonstrate an ability to apply previous learning to the development of coherent and compelling communication, translating ideas into scalable and effective solutions.

Level 6

The final year (Honours exit) affords you with the tools to create outputs with a degree of professionalism that will clearly illustrate their ability to combine the theoretical and pragmatic aspects of field. At this level, you will be required to plan your career, decide on directions, make contacts, build relationships and develop a portfolio of work informed by a professional evaluation and a theoretical appreciation of the problem. Reflection on your creative journey manifests itself through the creation of marketing and advertising campaigns and the development of academic content demonstrating your ability as strategic, creative and critical thinker with an understanding of communication theory.

6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the briefs that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

Your creative output therefore, is the application of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as 'what you are expected to learn' in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically using the undergraduate Assessment Criteria and Marking Scheme. These are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

Formative

You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive ongoing formative feedback from the teaching staff and peers. All 60 credit modules on this course contain formal formative feedback sessions using the assessment criteria where you will receive feedback on your progress to meet this developmental aim.

Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Formal Formative Tutorials
- Individual Progress Tutorials

Summative

At the end of the module, you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.