

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	MA Advertising
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Visual Arts
Award Title (including separate Pathway Award Titles where offered):	MA Advertising
Pathways (if applicable)	
FHEQ level of final award:	7
Other award titles available (exit qualifications):	Postgraduate Certificate Postgraduate Diploma
Accreditation details:	
Length of programme:	1 year
Mode(s) of Study:	
Mode of Delivery:	Blended learning
Language of study:	English
QAA Subject Benchmark(s):	Art and Design (2019) Communication, Media, Film and Cultural Studies (2019)
Other external reference points (e.g. Apprenticeship Standard):	
Course Code(s):	MAADVTF
UCAS Code(s):	
Approval date:	01 December 2022
Date of last update:	

2. Programme Summary

Advertising should be a tool for making the world a better place. Brands need be more sustainable. Advertising can create a more socially aware consumer and promote more ethical social awareness.

The future of branding, marketing and advertising is to help businesses grow with the promotion of sustainable lifestyles, making brands appeal to diverse customers, and promote products in way that show the good they do for society and the world.

MA Advertising will show you how to harness the creative and strategic strengths of advertising to drive behavioural change for good. It will combine strategy with creativity.

It focuses on developing the knowledge and skills required for the successful generation of effective, creative, innovative, and engaging marketing communications in a 21st Century global advertising industry context.

The course has been developed to mirror today's industry, by working closely with professionals to make sure the course helps you to develop the skills and knowledge the industry is looking for.

This MA will build upon the work that you have done on the Bachelor of Arts course but can also be enjoyed by anyone who has a burning desire to change the world through the power of clever thinking and a dramatic relevant idea.

The creative practice developed here equips you to become part of the future of advertising, the communication they create will help them shape the more socially aware and culturally important world of creative communication, turning them into a valuable asset to any 21st century communications company.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Bridge the divide between theory and practice and produce industry-ready graduates equipped for a changing Advertising, Branding and Marketing sector, who are able to identify their future role within it and perform to a high level
2. Provide learners with a viable alternative route into industry by integrating a critical approach to the dynamic interaction between creativity, strategy and branding
3. Encourage students to develop an integrated and critically engaged understanding of Advertising and the changing context within industry at an advanced level of study
4. Stimulate autonomous self-direction and originality in approaching and solving problems and planning and implementing tasks in a professional context
5. Prepare learners to take an active, contributory role in the associated industries and contribute a modern approach to their role, equipped with an individual perspective on the future of the industry

Programme Learning Outcomes

Knowledge and Understanding (K)

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

ID	Learning Outcome
K1	Demonstrate a sound grasp of the contexts for modern advertising.
K2	Outline the social codes and mores of today's consumers and consumer society that must be observed when working in 21st century communications.
K3	Realise and enhance the social responsibility that advertising, and branding has to have to communicate in everyday life.
K4	Grasp the appropriate attributes needed to use creative communication for social good.

Analysis and Criticality (C)

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

ID	Learning Outcome
C1	Show critical capacity for the analysis of advertising its ability to link to strategy and culture to be able to communicate successfully within the confines of a changing society.
C2	Evidence advanced skills in criticality and primary research to identify insights and turn them into propositions and strategies.
C3	Evaluate the impact of relevant contemporary communication channels.
C4	Evaluate the ability of communication ideas to address social trends.
C5	Critique the responsibility advertising communications have towards their societal impact.

Application and Practice (P)

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

ID	Learning Outcome
P1	Deliver quality creative outcomes in verbal and visual form, consistent with standards expected in industry.
P2	Demonstrate a developed ability to apply creativity to all areas of analysis, problem solving and communication.
P3	Apply knowledge of contemporary communication channels to create campaigns that fully utilise the diverse opportunities available.
P4	Present, under pressure, a well-organised critical argument as would be expected in a pitch or client presentation.

Transferable skills and other attributes (T)

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

ID	Learning Outcome
T1	Reflect on feedback to identify strengths and areas for continuous professional and self-development.
T2	Demonstrate advanced methods of organisation and time management to facilitate the managing of complex workloads.
T3	Motivate, inspire and lead - including the ability to communicate persuasively with personnel at all levels.
T4	Work with awareness of sustainability in professional contexts.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

To become a 21st century communicator, personal attributes are developed through the prism of sustainability, diversity, and ethics in solving advertising and marketing problems to create advertising, making the world a better place. (K3,K4,C4,T4) To harness creative and strategic strengths of advertising to drive behavioural change for good, the practical application of creative, planning and marketing skills, consumer understanding, cultural awareness and selling techniques are explored in set module briefs, competition briefs, real pitches, new product development and solving real world environmental and social problems. (K2,K4,C2, C4, C5, T4) Creative empathy around sustainability, diversity and inclusivity, is embedded throughout the course and in the way feedback is given. (T1, C4, C5) As an aspiring modern communicator, an awareness of work opportunities is fostered with a strong focus given to managing your portfolio career and developing personal work opportunities (P2,T4, C3 C4, K1, K3, K4) Through analysing historical, social and cultural contexts of the communications business, an ethical awareness is formed to ensure professional and ethical values are used to create social purposed communication (C1, T5, K4). Through the Hyreus Scheme and individual networking opportunities, learners can nurture themselves in ways that go beyond the scope of the course modules. (T4, K4,K3)

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme.

You would normally have achieved a 2.1 degree in a relevant art and design subject, such as Advertising, Graphic Design, Media etc. If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

5. Programme Structure

Pathway 1 or stand-alone course **[add further tables for each additional pathway]**

Level	Modules (Code, Title and Credits)	Exit Awards
Level 7	<p>Core modules:</p> <p>CAD7016 Campaign</p> <p>CAD7017 Creative Planning</p> <p>CAD7018 Sustainable Advertising (Sustainable Marketing 2)</p> <p>CAD7019 Sustainable Product Design (Sustainable Marketing 1)</p> <p>CAD7020 Social Purpose Advertising (FMP 1)</p> <p>CAD7021 Passion Projects (FMP 2)</p> <p>CAD7022 The Big Idea (Dissertation)</p>	<p>PG Cert: Completion of 60 credits</p> <p>PG Dip: Completion of 120 credits</p>

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

6. Learning, Teaching and Assessment

Learning and teaching

This course will be a blended learning experience, with many lectures taking place online, providing flexibility for both course related work-based placements or to help learners pursue their own and industry opportunities. With the breadth of diverse projects and industry influences this is essential for personal and professional development. The course assumes an integrated and gradual learning experience throughout which the various teaching methods, experiences and industry exposure contribute to the stated Programme Outcomes. All taught subjects are translated into practical brief-led projects, which are then contextualised in industry through regular workshops. Learners are developing and gaining feedback from a host of different sources which enables them to create contacts, links, and opportunities to gain entry into the real world of advertising at every stage of the course.

However, from the outset, even before they join the course, learners are encouraged to develop their own contacts in industry, which then feed into their ongoing projects and research.

Advertising Briefs – Briefs are set as part of the ongoing teaching strategy and are a feature of programmes containing creative elements. Any problem-solving session, be it creative or otherwise, will commence with a brief. A benefit of working so closely with industry is the opportunity for you to work on ‘Live Briefs’ delivered by agency professionals.

Tutorials – Formal and informal, group and one-to-one. Tutorials for learners are informal except for those which follow interim and final presentations. The tutorial teaching model is common within the school and provides a supportive relationship between the tutor and the learner. For these postgraduate learners this will follow a model where the tutor’s role is more that of a consultant.

Personal Tutorials – with verbal and written feedback, learners have more formalised one-to-one tutorials at key stages in the course. Personal aspirations become individually oriented as the practise objectives targeted by learners during their Personal Project. Teaching will become increasingly centred on one-to-one tutorials, in order to address project- specific issues and objectives targeted by learners during their Final Major Project (FMP).

Presentations – At various stages of the programme, learners will present - to staff, their peer group, agency staff and clients - their solutions to projects, work in progress, personal research, including their thesis, experiences and ideas.

Lectures – This will happen mostly online, especially for the Campaign, Branding and Planning modules. Lectures are always followed by seminars or group discussion.

Visiting speakers are used throughout the course to add diversity, gravitas and realism to core subjects and offering insights into practice and philosophies.

Workshops; One- and two-day workshops delivered in the university designed to develop learners personal and presentation skills

Agency Workshops- A mix of lectures, presentations, live briefs and critiques scheduled by the course team. These are held in London by host agencies and take place throughout the year. They range in length and cover key topics. They offer learners unique insights into the

workings of different agencies and an opportunity to demonstrate their abilities and possibly secure an agency experience.

Briefs - All work on the course is project based. These can be between one and four weeks in duration and engage learners in a mix of taught and self-directed study. Briefs are set specific to subjects and outcomes and will always conclude with presentations followed by a critique and in-depth feedback.

Live Briefs - As above but set and critiqued by agencies. Learners will present their outcomes in the agency to a variety of specific practitioners.

Personal Tutor – Academic and pastoral support will be provided to learners in the same way as in all other courses in the faculty. This is through a nominated tutor, which will normally be one of the course tutors. Staff will hold both group and individual tutorials, as appropriate, to support learners in their work.

Agency Experiences - A major feature of the MA is the opportunity to gain experience in agencies throughout the programme. Learners will experience different agency scenarios and engage with staff from different departments within the agencies to experience the current of agencies and advertising.

In addition to experiences scheduled by the course team, learners will be encouraged to negotiate their own agency experiences as part of their guided independent study and as part of their FMP module. Such self-negotiated agency experiences will not be assessed by the course team but will contribute to learners' overall development. They will allow learners to gain experience of agency practice whilst functioning as part of a team and will help to contextualise all that has been learned to date and to align the theoretical and practical strands of the Course.

Industry Involvement.

Hyreus Scheme – There will be selected alumni and agencies that will be part of the MA's Hyreus Scheme, who will provide learners with an industrial practitioner as a guide, in addition to their University Personal Tutor. They may also at provide internships and or placements should the learner prove suitable. This presents learners with an opportunity to build a one-to-one relationship with an influential figure from industry, who will act as adviser, reference point, critical sounding board, and ultimately a potential employer. This opportunity can be further bolstered by contacts made through research, whilst on an agency experience or by working on agency briefs such as the one for Portfolio Academy.

Assessment

The following assessment activities are used on this programme.

Written assessments accompanied by face-to-face delivery of research presentations, creative presentations, portfolio work, final pitch presentations.

Some of these will involve additional assessment from visiting tutors and alumni or agency personal if the work being assessed is an agency-based project.

Formative feedback will be given at various key stages of every project.

Personal evaluation is developed throughout the programme, to arrive at a self-evaluative critical approach to all aspects of work evolved through application of creative advertising processes - judged against creative intentions. Self-assessment is an important part of the learner's development during the course and is implicit within tutorial teaching.

Learners work on some non-assessed briefs to allow them to get as broad an experience as possible and experiment without detrimental results. If some of these are for working agency practitioners, via the Hyreus Scheme, this will further their potential intern opportunities and final employment chances. Feedback is an integral part of this approach and learners will always get advice and support in taking their work forward. Feedback from as many sources as possible is the aim of the strategy and this comes both from tutors and industry practitioners

The programme employs a variety of assessment techniques, including project work, reports & essays and presentations. All assessment requirements accord with those in industry and learners are aware of standards expected by the APG and IPA.

Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate learners' study 120 credits (1200 hours) and full-time postgraduate learners' study 180 credits (1800 hours) as per year or 'stage' of the course.

Year 1

Scheduled teaching – 500 hours

Guided independent study – 1300 hours

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of students and course administration
- Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The QAA Master's Degree Characteristics Statement
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)				Transferable skills and other attributes (T)				
	Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	C5	P1	P2	P3	P4	T1	T2	T3	T4
Demonstrate how to generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs				X	X							X		X	X	X		
Demonstrate judgement and self-critique in the development ideas through to outcomes, for example, images, artefacts, environments, products, systems and processes, or texts	X		X		X	X				X		X				X		
Develop ideas through to outcomes that confirm the student's ability to select	X						X	X	X		X		X	X				X

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)				Transferable skills and other attributes (T)			
	K1	K2	K3	K4	C1	C2	C3	C4	C5	P1	P2	P3	P4	T1	T2	T3	T4
and use materials, processes and environments																	
Exercise self-management skills in managing workloads and meeting deadlines	X			X	X					X			X		X	X	
Analyse information and experiences, and formulate reasoned arguments	X		X	X	X	X	X	X			X			X			X
Benefit from the critical judgements of others and recognise their personal strengths and needs.			X	X			X	X	X			X		X			
Show innovation, creativity and enterprise: the ability to	X			X	X	X				X	X	X			X		X

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)				Transferable skills and other attributes (T)				
	Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	C5	P1	P2	P3	P4	T1	T2	T3	T4
generate, develop and communicate ideas; manage and exploit IP; gain support and deliver successful outcomes																		
Navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources		X	X	X	X	X	X	X			X			X				X
Apply ethical principles and personal values to their work.	X	X	X	X				X	X	X			X		X		X	X
Demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making	X			X	X	X					X	X	X	X	X	X	X	

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)				Transferable skills and other attributes (T)			
Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	C5	P1	P2	P3	P4	T1	T2	T3	T4

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)				Transferable skills and other attributes (T)				
	Module Code (Core)	K1	K2	K3	K4	C1	C2	C3	C4	C5	P1	P2	P3	P4	T1	T2	T3	T4
Level 7																		
Sustainable Product Design. (Sustainable Marketing 1)		X	X	X	X	X			X	X		X		X		X	X	X
Sustainable Advertising (Sustainable Marketing 2)	X		X	X	X			X	X		X		X	X	X			X
Campaign	X	X		X	X	X	X	X			X		X	X	X	X		
Creative Planning	X	X	X		X	X				X	X	X		X	X	X	X	X
Passion Projects (FMP 2)	X	X		X	X			X	X		X	X	X		X	X		X
Social Purpose Advertising (FMP 1)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
The Big Idea (Dissertation)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X