

# Media and Communication - BA (Hons) *Public Relations*



This course provides the key skills needed to develop a career in the field of public relations.

## COURSE FACTS

Faculty	Birmingham School of Media
Application	Apply through UCAS Institution Code B25 / Course Code P9P2
Location	City North Campus
Duration	Full Time: 3 Years

Birmingham School  
**of Media**



## WHY CHOOSE US?

- Chance to study at a Skillset Media Academy - one of only 23 academies across the UK chosen to help develop a new wave of media talent.
- Rated 12th for Media in the Guardian University Guide for 2012
- Placements play a crucial role (industry placements - equivalent to 70 hours in your first year and 105 hours in your second - are compulsory); recent students have gained invaluable experience at BSkyB, the BBC, Maverick Television and Endemol.
- Encourages you to be a 'thinking media worker' - an individual, not just a cog in a machine; offers a balance of media production skills and academic study of the industry.

## ENTRY REQUIREMENTS

Students must have at least one of the following:

- BBC at A Level, excluding General Studies and Critical Thinking
- BTEC National Diploma overall grade DMM.
- International Baccalaureate with 28 points.
- Access course - pass overall including merit in 18 credits at level 3
- Equivalent qualifications or experience.

## FEES AND FUNDING (2012/13)

Full Time UK/EU students: £8,200

For further information about our 2012 fees and funding options, see our FAQ section at [www.bcu.ac.uk/fees2012faqs](http://www.bcu.ac.uk/fees2012faqs)

## COURSE DETAILS

### COURSE OVERVIEW

This course provides the key skills needed to develop a career in the fast-growing fields of public relations, marketing and advertising. Students will learn about the media, which media to approach, and how to write and prepare material so that it succeeds. In addition to the core PR work, there will be an opportunity to develop related skills in other media, including journalism, print and web design and photography.

### WHO WILL TEACH ME?

Peter Wilby - Degree Leader for Public Relations:

Pete is himself a member of the CIPR. Since joining the University in 2000, he has been a strong advocate of developing students' professional skills as part of their learning experience and he has initiated several projects where students engage directly with employers, including a student conference, a journal produced by PR students and campaign pitches by students to PR professionals. He also has a passion for live music and is currently studying the organisation and practices of amateur music venues for his doctoral research.

### WHAT FACILITIES ARE AVAILABLE TO ME?

Media production is a technology-led sector, and we aim to ensure that you have the best possible introduction to the latest in industry-standard equipment to prepare you for your future career. We have a full range of digital media facilities and make sure that you get your hands on them from the very beginning of your course. Students have exclusive access to our on-site media facilities which include: Television studio; A range of broadcast quality video cameras; Professional video editing suites; Photographic studio; Digital SLR cameras; Six digital radio studios; Audio editing suites and digital recording equipment; Newsrooms for print and broadcast journalism with Press Association news feeds; Facilities and software for web, new media and print design including two Mac suites.

### WHY STUDY MEDIA IN BIRMINGHAM?

Britain's second city is simply buzzing with creative energy, and with one of the biggest media communities outside London, the possibilities here are limitless. At the heart of the community lies the Custard Factory, a well-established arts and media centre which houses more than 100 media companies, including young creative companies, galleries, fine artists and independent shops. The city centre is home to the BBC's major television centre, while just a short drive away at Selly Oak, top BBC dramas such as *Dalziel and Pascoe* and *Doctors* are filmed. ITV Central is also located in Birmingham and number of independent production companies have also made their home in here, including Maverick Television (*How to Look Good Naked*) and North One (*Fifth Gear*, *The Gadget Show*).

## ASSESSMENT

Students are assessed in a variety of different ways, including practical project work – both group and individual, presentations, written and practical portfolios as well as traditional academic essays and exams.

## FURTHER STUDY

Some of the postgraduate courses currently offered are:

- AdvCert Chartered Institute of Public Relations (CIPR) Advanced Certificate
- MA Public Relations
- MA Social Media
- MA Creative Industries and Cultural Policy
- MA Events and Exhibition Management

For further information about these and other MA courses, please visit the website.

## EMPLOYABILITY

Our track record for graduate employment is excellent, with the majority of graduates going into a media-related role. Each course opens up specific employability avenues related to the production route chosen. A high number of graduates have gone into producer/director roles, journalism, public relations, web development, freelance/own business.

## STUDENT SUCCESS

Kelly Edmunds, a graduate from Birmingham School of Media, is an account executive with the highly respected public relations company, Willoughby PR. She has also been selected by the CIPR as one of the members of the Future Leaders Forum.

## WHAT THE INDUSTRY SAYS...

"She established herself as an invaluable member of the team. In fact, such was her level of competence that we renewed her placement for a further month. Sometimes we even had to force her to go home as she stayed past her agreed hours to complete the tasks."

- **Golley Slater PR**

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