# Course Specification

## Course Summary Information

| | | |
|---|---|---|
| 1 | **Course Title** | BA (Hons) Public Relations and Media |
| 2 | **Course Code** | US0907 |
| 3 | **Awarding Institution** | Birmingham City University |
| 4 | **Teaching Institution(s)** (if different from point 3) | N/A |
| 5 | **Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable) | Chartered Institute of Public Relations (CIPR) |

| 6 | **Course Description** |
|---|---|
| | Combining practical skills and industry insights, PR and Media offers a truly unique blend of communication perspectives that will put you in the very best position to pursue a PR career. |
| | Turn your ideas into a reality and be brave with your approach to your work; in PR, there is no such thing as a bad idea, there is always potential and this course will help you realise yours. |
| | Informed by the working approaches of top PR, communication and digital teams across the UK and beyond, this course will develop your understanding, awareness and appreciation of PR as a concept and a discipline. You'll become a critical media consumer and you'll draw upon your own areas of interest to assess influence and impact in action. You'll turn this knowledge into your own creative campaigns, so from the moment you begin, you will be able to build an impressive production portfolio that will make you stand out from the recruitment crowd. |

| 7 | **Course Awards** | | |
|---|---|---|---|
| **7a** | **Name of Final Award** | **Level** | **Credits Awarded** |
| | Bachelor of Arts with Honours Public Relations and Media | Level 6 | 360 |
| **7b** | **Exit Awards and Credits Awarded** | | |
| | Certificate of Higher Education Public Relations and Media | Level 4 | 120 |
| | Diploma of Higher Education Public Relations and Media | Level 5 | 240 |
| | Bachelor of Science Public Relations and Media | Level 6 | 300 |

| 8 | **Derogation from the University Regulations** |
|---|---|
| | N/A |

| 9 | **Delivery Patterns** | | | |
|---|---|---|---|---|
| **Mode(s) of Study** | **Location(s) of Study** | **Duration of Study** | **Code(s)** |
| Full Time | City Centre | 3 years | US0907 |

| 10 | **Entry Requirements** |
|---|---|
| | The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website. |

| 11 | **Course Learning Outcomes** |
|---|---|
| | **Knowledge & Understanding** |
| 1 | Describe and compare particular media forms and genres, and the way in which they organise understandings, meanings and affects |
| 2 | A range of research approaches – an understanding of research methods, and how to apply them creatively |
| 3 | Discuss the impact of the cultural, economic, political and regulatory contexts of the creative industries |
| 4 | Evaluate creative processes and practice through engagement in more than one production practice |
| | **Cognitive & Intellectual Skills** |
| 1 | Independent Learning – becoming a self-motivated, and resourceful individual capable of developing a personal programme of study |
| 2 | Analytical skills – learning to analyse texts and data in order to draw sensible insights |
| 3 | Critical reflection – considering and evaluating your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions |
| 4 | Research skills – learn to formulate research questions and employ appropriate methods and resources to explore them, drawing on a range of sources, and conceptual frameworks |
| | **Practical & Professional Skills** |
| 1 | Technical skills – develop competency with appropriate equipment, software or other resources |
| 2 | An understanding of professional context – develop as a thinking creative worker, aware of the commissioning and funding structures and of how to operate within in a cultural industries workplace |
| 3 | Creative skills – develop as a creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies |
| 4 | The ability to produce work which demonstrates an understanding of media forms, structures, audiences and specific communication registers |
| | **Key Transferable Skills** |
| 1 | The ability to work productively and creatively in a group or team, as well as individually, showing abilities at different times to listen, contribute and lead, as well as act effectively by oneself |
| 2 | The skill to deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate of a problem-solving, and entrepreneurial approach |
| 3 | The ability to communicate effectively in interpersonal settings, in writing and in a variety of media |
| 4 | The ability to gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively |

| 12 | **Course Requirements** |
|---|---|

| 12a | Level 4:<br>*In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):* |
|---|---|

| Module Code | Module Name | Credit Value |
|---|---|---|
| MED4119 | Researching the Media and Communication | 40 |
| MED4188 | Introduction to Media Contexts and Practice 1 - Understanding Public Relations | 20 |
| MED4184 | Introduction to Media Contexts and Practice 2 - Events and Exhibition Planning | 20 |
| MED4161 | Global and Community Impact | 20 |
| MED4178 | Media and Influencer Engagement | 20 |

Level 5:
*In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):*

| Module Code | Module Name | Credit Value |
|---|---|---|
| MED5235 | Live Production – Public Relations | 40 |
| MED5223 | Research – PR in Context | 20 |
| MED5233 | PR Planning and Delivery | 20 |

*In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.*

| Module Code | Module Name | Credit Value |
|---|---|---|
|  | **One** option from:<br>- ADM5006 Collaborative Practice<br>- ADM5001 Live Project<br>- ADM5000 Work Experience | 20<br>20<br>20 |
|  | **One** option from School of Media (see below) | 20 |

Level 6:
*In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):*

| Module Code | Module Name | Credit Value |
|---|---|---|
| MED6218 | Major Project | 60 |
| MED6211 | Communications Management | 20 |
| MED6189 | Promotional Culture | 20 |
| MED6176 | Professional and Academic Development | 20 |

*Faculty Modules*

The programme structure allows you to choose an option from modules that are operated on a faculty-wide basis. This option is taken in semester two of year two:

- Collaborative Practice – this module allows for collaboration with students from other Schools within the Art, Design and Media faculty.
- Work Experience – you may choose to undertake an additional work placement.
- Live Project – you will work to a brief on a real-world or simulated project. A series of live project briefs will be set each year, including an option based on an overseas visit.


*School of Media options*

The programme structure allows you to choose an option from modules that are offered within the School of Media across other programmes. Some options are closely aligned with your area of study but you may choose to take an option from any in the following list (note that not all options may be offered each year). This option is taken in semester two of year two:

- Emotion, Media and Culture
- Music, Media and Digitalisation
- Music Industry Promotional Practices
- Media and Materiality
- Photojournalism
- Creating Compelling Content
- Campaigning and Investigative journalism
- Lifestyle and Branded Media Content
- Bi-Media drama
- Television Studio
- Digital Content Distribution
- Advanced Visual Communication
- Commercial Production for Radio
- Radio Documentary
- Fashion Photography
- Gender, Sexuality and the Body
- Comedy in the Media and Popular Culture
- Perspectives on Community and Alternative Media
- Race, Ethnicity and the Media
- Fandoms and Subcultures
- Communities of Practice: Culture, Heritage and Space
- Film Cultures
- Media Censorship and Regulation
- Celebrity Culture

## 12b    Structure Diagram

*Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.*

| BA (Hons) Public Relations and Media – Full Time | | |
|---|---|---|
| **Level** | **Semester 1** | **Semester 2** |
| **4** | MED4119 Researching the Media and Communication (40 credits) | |
| | MED4188 Introduction to Media Contexts and Practice 1 – Understanding Public Relations (20 credits) | MED4161 Global and Community Impact (20 credits) |
| | MED4184 Introduction to Media Contexts and Practice 2 – Events and Exhibition Planning (20 credits) | MED4178 Media and Influencer Engagement (20 credits) |
| | | |
| **5** | MED5235 Live Production 2 (40 credits) | |
| | MED5223 Research – PR in Context (20 credits) | Option from: Collaborative Practice/Live Project/Work Experience (20 credits) |
| | MED5233 PR Planning and Delivery (20 credits) | Option from School of Media (see below) (20 credits) |
| | | |
| **6** | MED6218 Major Project (60) | |
| | MED6211 Communications Management (20 credits) | MED6176 Professional and Academic Development (20 credits) |
| | MED6189 Promotional Culture (20 credits) | |

## 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

**Level 4**

**Workload**

**Time spent in timetabled teaching and learning activity**

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 240 |
| Directed Learning | 720 |
| Private Study | 240 |
| **Total Hours** | 1200 |

**Balance of Assessment**

| Assessment Mode | Percentage |
|---|---|
| Coursework | 83% |
| Exam | |
| In-Person | 17% |

**Level 5**

**Workload**

**Time spent in timetabled teaching and learning activity**

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 190 |
| Directed Learning | 770 |
| Private Study | 240 |
| **Total Hours** | 1200 |

**Balance of Assessment**

| Assessment Mode | Percentage |
|---|---|
| Coursework | 100% |
| Exam | |

| In-Person | |
|---|---|

**Level 6**

**Workload**

**Time spent in timetabled teaching and learning activity**

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 116 |
| Directed Learning | 844 |
| Private Study | 240 |
| **Total Hours** | 1200 |

**Balance of Assessment**

| Assessment Mode | Percentage |
|---|---|
| Coursework | 100% |
| Exam | |
| In-Person | |