

1. Programme title(s) and code(s)

MA in Media and Advertising

PG Diploma/PG certificate in Media and Advertising *

Notes

* An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

[HECOS Code](#)

| HECOS Code | % |
|------------|-----|
| 100444 | 100 |

2. Awarding body or institution

University of Leicester

3. a) Mode of study

Full-time

b) Type of study

Campus-based

4. Registration periods

The normal period of registration for the September intake is 12 months. The maximum period of registration for the September intake is 24 months.

The normal period of registration for the January intake is 16 months. The maximum period of registration for the January intake is 28 months.

5. Typical entry requirements

Candidates should normally have at least a good second class honours degree from a British university or its equivalent in one of the following: media/communication studies; politics; sociology; social, cultural or political theory; cultural studies. Candidates with degrees in other fields may also be considered at the discretion of the programme team.

Where English is not the first language, students are required, prior to admission to the Centre, to provide evidence of their proficiency in both written and spoken English. This should usually be a score of 6.5 in the British Council IELTS test or a score of 600 in the TOEFL. The University will also accept equivalent qualifications and further advice can be obtained from the Graduate Office.

6. Accreditation of Prior Learning

N/A

7. Programme aims

The MA Media and Advertising is designed to equip the students with both the theoretical and the practical research skills to understand and critically evaluate one of the most creative

promotional industries in the world: advertising. The MA explores this dynamic phenomenon from different standpoints and uses multidisciplinary approaches deriving from Media, Communication and Cultural Studies, as well as Marketing and Consumer Studies. It is taught with a range of different interrelated approaches and this ensures that the students will grasp advertising in its complexity: as a cultural phenomenon that plays a crucial role in contemporary societies, as well as a marketing tool that promotes brands, but also political ideas and no-profit messages.

8. Reference points used to inform the programme specification

- QAA Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [University Learning Strategy](#)
- [University Assessment Strategy](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data
- Surveys of registered DMC taught postgraduate students

9. Programme Outcomes

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

a) Discipline specific knowledge and competencies

i) Knowledge

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|--|
| Advanced knowledge of advertising history, contemporary developments, regulation, principles and practices; ability to analyse advertising from various disciplines including cultural studies, sociology, psychology and marketing | Lectures, seminars, formative assessments, guided independent study; supervisions during office hours | Analysis of case-studies, essays, exams, and, for the MA only, the dissertation. |

ii) Concepts

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|--|
| For the PG Cert: identify, describe and explain, for the PG Dip and MA identify, describe, explain and critique, major theoretical frameworks used to analyse advertising | Lectures, seminars, formative assessments, guided independent study; supervisions during office hours | Analysis of case-studies, essays, exams, and, for the MA only, the dissertation. |

iii) Techniques

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| For the PG Cert: Describe the techniques that are central to the study of media and advertising. | Lectures, seminars, research projects, formative assessments, guided independent supervisions during office hours | Analysis of case-studies, research projects, essays, exams, and, for the MA only, the dissertation. |
| For the MA and PG Cert: Describe and apply the techniques that are central to the study and research of advertising and media | Lectures, seminars, research projects, formative assessments, guided independent supervisions during office hours | Analysis of case-studies, research projects, essays, exams, and, for the MA only, the dissertation. |

iv) Critical analysis

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|---|---|
| For the PG Cert: Describe concepts and techniques with independence, rigor and self-reflexivity. For the MA and PG Dip: Critically discuss and evaluate concepts and techniques with independence, rigor and self-reflexivity | Lectures, seminars, research projects, formative assessments, guided independent supervisions during office hours | Analysis of case studies, essays, exams, research projects and, for the MA only, the dissertation |

v) Presentation

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|---|---|
| Ability to organise research material and data in a manner appropriate to the medium to be assessed; to distinguish between relevant and non- relevant material; (for the MA only) to write up research findings to a professional standard. | Lectures, seminars, research projects, formative assessments, guided independent supervisions during office hours | Analysis of case studies, essays, exams, research projects and, for the MA only, the dissertation |

vi) Appraisal of evidence

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|--|---|
| Ability to analyse, compare and contrast, and critically assess a variety of complex conceptual, theoretical and historical issues related to advertising and media; ability to distinguish good and poor quality research evidence; (for the MA only) assess relevance and quality of a substantial range of primary and secondary literature and empirical research evidence; mount and sustain an independent level of enquiry at an advanced level | Lectures, seminars, practical projects, formative assessments, guided independent supervisions during office hours | Analysis of case studies, essays, exams, research projects and, for the MA only, the dissertation |

b) Transferable skills

i) Research skills

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|--|
| Acquisition of competencies in literature reviewing, use of research methodologies, data analysis techniques and project management | Lectures, seminars, practical exercises and projects, guided independent study and research | Analysis of case studies, essays, exams, research projects and for the MA only, the dissertation |

ii) Communication skills

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to deliver oral presentations to a high standard with an awareness of the audience's interests; ability to handle questions; ability to write clearly and concisely | Lectures, seminars, practical exercises and projects, guided independent study and research | Presentation and evaluation of case studies, essays, exams, research projects and, for the MA only, the dissertation. Groupwork and simulations |

iii) Data presentation

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|---|---|
| Ability to present research data concisely in a way that renders research easy to digest, using appropriate presentation techniques. | Lectures, seminars, practical exercises and projects, guided independent study and research | Presentation and evaluation of case studies, essays, exams, research projects and, for the MA only, the dissertation. Groupwork and simulations |

iv) Information technology

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|--|
| Familiarity with and ability to utilise word processing, spreadsheet and presentation packages; ability to search for information effectively using online tools and resources and library databases; use of quantitative data analysis software. | Lectures, seminars, practical exercises and projects, guided independent study and research | Presentation and evaluation of case studies, essays, exams, research projects and, for the MA only, the dissertation. Online research and e-learning |

v) Problem solving

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to assess and solve problems related to the design and implementation of research methods; ability to identify best approaches to investigating problems and answering research questions; ability to identify appropriate methodology and data | Lectures, seminars, practical exercises (simulations) and projects, guided independent study and research | Presentation and evaluation of case studies and live briefs, essays, exams, research projects and, for the MA only, the dissertation. Groupwork and simulations |

vi) Working relationships

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|--|
| Ability to work as a member of a team; ability to identify team roles; ability to communicate ideas effectively in group work contexts. | Lectures, seminars, practical exercises (simulations) and projects, guided independent study and research | Report writing, presentation and evaluation of case studies and live briefs, essays, exams, research projects. Groupwork and simulations |

vii) Managing learning

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|---|---|
| Ability to identify suitable material for specific essays from reading lists, library and web-based sources; ability to organise work to meet timetabled deadlines and to construct coherent oral and written exercises of scale appropriate to required task; (for the MA only) ability to identify a credible research project, drawing up a realistic research time-table, identifying and applying suitable research methodologies, reflecting on and writing up results | Lectures, seminars, practical exercises and projects, guided independent study and research | Report writing, presentation and evaluation of case studies and life briefs, essays, exams, research projects |

viii) Career management

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|--|
| Ability to identify key industry figures, research institutions and academic institutions in the field; ability to explore networking events and career talks, and seek career advice | Working with experts from a wide range of professional backgrounds, independent research, guest lectures from industry professionals and, for the MA only, dissertation supervision | Student evaluation of the course and students' reflections on their own personal and professional development in tutorial and face to face group discussions |

10. Special features

The course will include regular talks by experts from the advertising, public relations and marketing industry.

11. Indicators of programme quality

The programme will be taught by a department with an extensive track record in PGT provision and will in part be informed by established provision that has been quality assessed. In addition, the programme will be kept under ongoing review and development. This will be informed by consultation with advertising professionals and industry bodies as well as feedback from external examiners.

12. Criteria for award and classification

This programme follows the standard scheme of taught postgraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

13. Progression points

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate/exit award where appropriate.

14. Rules relating to re-sits or re-submissions

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

15. External Examiners reports

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at exampapers@Leicester [log-in required]

16. Additional features (e.g. timetable for admissions)

Admissions are in September and January.

Students admitted in September undertake their dissertation during the summer of the following year and submit their dissertation in September (12 months in total).

Students admitted in January start by following semester 2 modules and break during the summer; in the following September they follow semester 1 modules and start their dissertation in January of the following year, submitting their dissertation at the end of May. Although this implies 16 months in total, only 12 are actually spent in the course.

Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2022/23

Date created: May 2020 Last amended: 16/12/2021

Version no. Choose an item.

Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

MA/Postgraduate Diploma in Media and Advertising

Updates to the programme

| Academic year affected | Module Code(s) | Update |
|------------------------|-----------------|---|
| 2022/23 | MS7082 | Option module MS7082 Global Communications and Development removed |
| 2022/23 | MS7084 & MS7214 | Semester 2 option modules added |
| 2022/23 | MS7021 | Module name change from Health Communication in Global Context, to Health Communication Theory and Practice |
| 2022/23 | MS7047 | Module name change from Introduction to Advertising and Media to Advertising and Society |
| 2022/23 | MS7080 | Module name change from Advanced Topics in Advertising to Advertising Analysis |

Credit breakdown September intake

| Status | Year long | Semester 1 | Semester 2 | Other delivery period |
|-------------|-----------------|------------|------------|-----------------------|
| Core taught | Choose an item. | 60 credits | 45 credits | Choose an item. |

| Status | Year long | Semester 1 | Semester 2 | Other delivery period |
|----------------------|-----------------|-----------------|-----------------|-----------------------|
| Optional | Choose an item. | Choose an item. | 15 credits | Choose an item. |
| Dissertation/project | 60 credits | Choose an item. | Choose an item. | Choose an item. |

180 credits in total

Credit breakdown January intake

| Status | Year long | Semester 1 | Semester 2 | Other delivery period |
|----------------------|-----------------|-----------------|-----------------|-----------------------|
| Core taught | Choose an item. | 45 credits | 60 credits | Choose an item. |
| Optional | Choose an item. | 15 credits | Choose an item. | Choose an item. |
| Dissertation/project | 60 credits | Choose an item. | Choose an item. | Choose an item. |

180 credits in total

Level 7/Year 1 September intake 2022/23

Core modules

| Delivery period | Code | Title | Credits |
|-----------------|--------|-------------------------|------------|
| Semester 1 | MS7047 | Advertising and Society | 30 credits |
| Semester 1 | MS7400 | Media Research Methods | 15 credits |

| Delivery period | Code | Title | Credits |
|-----------------|--------|--|------------|
| Semester 1 | MS7360 | Principles and Practice of Marketing | 15 credits |
| Semester 2 | MS7080 | Advertising Analysis | 15 credits |
| Semester 2 | MS7081 | Advertising and Promotion in the Digital Age | 15 credits |
| Semester 2 | MS7307 | Promotional Cultures | 15 credits |
| Term 3 | MS7012 | Dissertation | 60 credits |

Notes

MS7012 is compulsory only for degree of MA

Option modules

| Delivery period | Code | Title | Credits |
|-----------------|--------|---|------------|
| Semester 2 | MS7013 | Media Audiences and Users | 15 credits |
| Semester 2 | MS7021 | Health Communication Theory and Practice | 15 credits |
| Semester 2 | MS7025 | Researching Media and Public Communication | 15 credits |
| Semester 2 | MS7084 | Advertising Creativity | 15 credits |
| Semester 2 | MS7087 | Critical Approaches to Data Analytics and the Digital Economy | 15 credits |
| Semester 2 | MS7224 | Digital Media, Online Persuasion and Behavioural Change | 15 credits |
| Semester 2 | MS7310 | Strategic Communication Management | 15 credits |
| Semester 2 | MS7214 | Gender Politics in Contemporary Media | 15 credits |

Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

Level 7/Year 1 January intake 2022/23

Core modules

| Delivery period | Code | Title | Credits |
|------------------------|-------------|--|----------------|
| Semester 2 | MS7080 | Advertising Analysis | 15 credits |
| Semester 2 | MS7081 | Advertising and Promotion in the Digital Age | 15 credits |
| Semester 2 | MS7307 | Promotional Cultures | 15 credits |
| Semester 1* | MS7047 | Advertising and Society | 30 credits |
| Semester 1* | MS7400 | Media Research Methods | 15 credits |
| Semester 1* | MS7360 | Principles and Practice of Marketing | 15 credits |
| Semester 2* | MS7012 | Dissertation | 60 credits |

Notes

(* denotes modules that take place in academic year 2023/24); MS7012 is compulsory only for degree of MA

Option modules

| Delivery period | Code | Title | Credits |
|------------------------|-------------|---|----------------|
| Semester 2 | MS7013 | Media Audiences and Users | 15 credits |
| Semester 2 | MS7021 | Health Communication Theory and Practice | 15 credits |
| Semester 2 | MS7025 | Researching Media and Public Communication | 15 credits |
| Semester 2 | MS7084 | Advertising Creativity | 15 credits |
| Semester 2 | MS7087 | Critical Approaches to Data Analytics and the Digital Economy | 15 credits |
| Semester 2 | MS7224 | Digital Media, Online Persuasion and Behavioural Change | 15 credits |
| Semester 2 | MS7310 | Strategic Communication Management | 15 credits |

| Delivery period | Code | Title | Credits |
|------------------------|-------------|---------------------------------------|----------------|
| Semester 2` | MS7214 | Gender Politics in Contemporary Media | 15 credits |

Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

Appendix 2: Module specifications

See taught postgraduate [module specification database](#) (Note - modules are organized by year of delivery).