Programme Specification (Postgraduate)   FOR ENTRY YEAR: 2023/24

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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.

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
2023/24	MS7056 & MS7043	Semester 2 option modules added
2023/24	MS7029 Media Ethics	Semester 2 option module deleted
2024/25 January 2024 entry only	MS7360 Principles and Practice of Marketing	Core module deleted
2024/25 January 2024 entry only	MS7031 Advertising for a Client	New core module added

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	n/a	45 credits	60 credits	n/a
Optional	n/a	15 credits	n/a	n/a
Dissertation/project	60 credits	n/a	n/a	n/a

180 credits in total

Level 7/Year 1 September intake   2023/24

Core modules

Delivery period	Code	Title	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	MS7080	Advertising Analysis	15 credits

Delivery period	Code	Title	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	MS7030	Critical Approaches to Consumer Culture	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	15 credits
Semester 2	MS7056	Globalization of Sexuality	15 credits
Semester 2	MS7043	Digital Media in Everyday Life	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   2023/24

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*	MS7031	Advertising for a Client	15 credits
Semester 2*	MS7012	Dissertation	60 credits

Notes
(* denotes modules that take place in academic year 2024/25); 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

Delivery period	Code	Title	Credits
Semester 2	MS7310	Strategic Communication Management	15 credits
Semester 2	MS7030	Critical Approaches to Consumer Culture	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	15 credits
Semester 2	MS7056	Globalization of Sexuality	15 credits
Semester 2	MS7043	Digital Media in Everyday Life	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).