Course Specification

BA (HONS)

MEDIA, MARKETING AND ADVERTISING



Arts University Bournemouth

About the Course Handbook

This Handbook provides you with basic information about your course. Through the approved course specification, it provides you with the aims and outcomes of your course and outlines the content and how this will be delivered.

The course is subject to a rigorous process of quality assurance and enhancement. This may result in changes to individual units as the course develops, to ensure that the relevance and quality of the course is upheld. You will be consulted by a member of the course team before any changes are made.

Information in this Handbook should be used in conjunction with the HE Assessment Regulations. It is your responsibility to ensure that you are aware of the regulations that apply to your course and you should refer to the regulations throughout your studies. If you have any questions, you should speak to your Programme Leader, or member of the course team. The Assessment Regulations can be located on the Induction section of Canvas, or https://aub.ac.uk/regulations

Important information about key policies which apply to your academic studies is available on the Induction section of Canvas. Please view this material on the Induction section of Canvas.

If you would like a copy of this Handbook in an alternative format, please contact equalities@aub.ac.uk.

ARTS UNIVERSITY BOURNEMOUTH

COURSE SPECIFICATION

The Course Specification provides a summary of the main features of the **BA (Hons) Media, Marketing and Advertising** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if they pass the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in the Unit Descriptors, which forms part of the Course Handbook.

Key Course Information	
Final Award	BA (Hons)
Course Title	Media, Marketing and Advertising
Award Title	BA (Hons) Media, Marketing and Advertising
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the School of	Arts, Media and Creative Industries Management
Professional accreditation	Chartered Management Institute (Award)
Length of course / mode of study	3 years full-time 4 years with optional placement year
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	
Language of study	English
External Examiner for course: *Please note that it is not appropriate for students to contact external examiners directly*	Details available on request
Date of Validation	February 2025
Date of most recent review	N/A
Date course specification written/revised	February 2025

Course Description

The BA in Media, Marketing and Advertising is designed to equip students with the essential skills needed to create innovative, responsible, and ethical marketing strategies and advertising campaigns. This course emphasises a balance between creative thinking and strategic planning, preparing graduates to thrive in a fast-paced media landscape. In addition to the course specific attributes, BA (Hons) Media, Marketing and Advertising, is designed to deliver the AUB LTAF core graduate attributes of creativity, excellence, relevance and impact. This course is designed to be inclusive and adaptable, welcoming students from diverse backgrounds, whether you have a business and finance foundation or possess hands-on making skills but seek guidance on their application in a business context.

The BA (Hons) Media, Marketing, and Advertising course provides a dynamic and hands-on learning experience, empowering our students to cultivate and refine their skills in crafting marketing strategies and engaging advertising content across various media platforms.

Students will explore the rich history and theory behind marketing and advertising, equipping them to critically evaluate these fields through a social and cultural lens. In addition, our curriculum delves into the business and strategic aspects of digital production, teaching our students how to leverage data sets, analyse consumer behavior, and devise effective marketing materials and advertising content aligned to their target market. Our course emphasises not only effectiveness but also a commitment to responsible practices, preparing graduates for a successful future in the evolving media landscape.

Distinctive features of the course

This distinctive course equips students to become well-rounded marketing and advertising professionals, blending a deep understanding of business fundamentals with the creative vision essential for effectively positioning and promoting brands and ideas in today's dynamic media landscape. This is underpinned by dual accreditation with the Chartered Management Institute, upon graduating students will be eligible to receive a CMI Award, an internationally recognised qualification in chartered management that will help to position graduates as potential future leaders and managers in their field.

The course is designed to be delivered in collaboration with BA (Hons) Content Creation with Marketing and BSc (Hons) Fashion Management and Strategy for many of the core units. This design of the curriculum is positioned to enable collaboration with students with complimentary areas of specialism, mirroring the professional environment and facilitation of problem-based action learning.

For many companies the largest part of their advertising budget is spent online on social media, students will have the opportunity to learn through project work how to develop campaigns for social media, learning about the strategy and business as well as the creative content. At AUB the impact of what we do is central to our approach to education, so from the very start of the course students will be taught to critically question advertising practices and be tasked with ensuring that their work is responsible in terms of its potential impact on people and planet.

In year two students will have the opportunity to apply their learning through a live industry brief, which will provide them with the experience of working within commercial constraints. In term three of year two you'll be supported in developing a career plan, that will enable you to map out your journey through to the end of your degree and beyond. This forward planning will enable you to recognise and put in place the steps needed to flourish beyond your degree in securing employment, setting up your own business or moving into postgraduate study such as a Masters degree.

In Year three students are expected to be more independent learners and will be supported to develop a major project proposal that enables them to further develop your knowledge, skills and practice through a self-initiated project. This might be based on a live brief, a hypothetical project or be preparation for establishing their own business. Each student will be tutored in finding the most suitable route for them. They will be supported through a process of developing a research question and methodology that will create the structure for an academic intellectually informed project with application to real world business. At this point in the course students will be expected to develop a project, with structured support, that aligns to the particular area that they would like to specialise in within media, marketing and advertising.

Course Industry Patron Scheme: All courses at AUB are connected formally with an industry Patron, an industry practitioner or business that acts as a critical friend to the course and course team. Many courses work with several industry partners, but the more formal Industry Patron connection offers the opportunity to collaborate and maintain close relations with industry / business. This is a unique concept that ensures AUB courses are industry

relevant and maintain current practices while providing further opportunities for students to engage with industry practitioners.

AUB Strategic vision

The BA (Hons) Media, Marketing, and Advertising fits with the university's strategic vision in several ways:

***Innovation**:* The course responds to the growth in digital marketing, media and advertising and will equip skills to lead in this area through a combination of practical creative projects and analytical skills enabling students to understand and work with data sets and algorithms for the media, marketing and advertising industries.

***Collaboration**:* The structure of the course, with a minimum of 60% shared units each year facilitates interdisciplinary collaborations across different courses within the school, including with Content Creation with Marketing and Fashion Management.

***Internationalisation**:* The course is attractive to international students, who are motivated to study in this field, thereby contributing to the university's internationalisation and diversification goals.

Optional Placement Year

The optional Placement Year offers students the opportunity to:

- Get under the skin of an **industry, organisation, and role** to assist them with making better-informed decisions about their future career prospects.
- Undertake a placement, which ensures students can take **personal responsibility** for tasks, duties, and projects within a real-world work setting.
- **Develop and recognise their own work ethic and powers of critical reflection**.
- Build **high-level transferable skills** and enhance professional competencies in the workplace.

The Placement Year will be recognised on the degree transcript. As students will remain a registered student for the duration of the Placement Year, they will retain access to all university support services. Students will be allocated a Placement Tutor who will maintain regular remote contact with them. Placements often lead to a permanent role on graduation, providing a greater chance of success for graduates of this course.

Course Aims

The BA in Media, Marketing and Advertising is mapped to the QAA Subject benchmarks for Art and Design.

Graduates will be informed of the critical, contextual, historical, conceptual, economic, social environmental and ethical dimensions of media, marketing and advertising.

Graduates will develop visual literacy through research informed practice showing judgement and self-critique in the development ideas through to outcomes, for example, images, artefacts, environments, products, systems and processes, or texts.

Graduates will be able to demonstrate awareness of and strategies for managing the issues which arise from the creative practitioner's relationship with audiences, clients, markets, environments, users, and co-creators within a professional environment.

Consumer insight will be developed through using a range of qualitative and quantitative methods that will include working with data to evaluate, analyse and predict market trends and success criteria in order to make informed decisions.

Entrepreneurship and enterprise skills will be developed through projects that enable students to us design thinking alongside business planning to create or co-create new marketing and advertising strategy that will generate a return on financial and/or social investment.

Graduates will be able to develop ideas independently, making connections between intention, process, outcome, context and methods of dissemination.

Graduates will be able to evidence a broad understanding and working knowledge of the major developments in the field, including knowledge of emerging and established technologies, inter and multidisciplinary practice relevant to the field.

Graduates will have transferable skills in self-management, communication skills, collaboration and critical analysis and research.

Course Outcomes

At the typical level of achievement, the graduate from BA (Hons) Media, Marketing and Advertising demonstrates in a body of work the ability to:

LO1. Generate ideas, concepts, proposals, solutions or arguments relevant to the disciplines of media, marketing and advertising, independently and/or collaboratively as self-initiated activity and/or in response to set briefs

LO2. Research and critically analyse relevant and contextual sources that inform and situate your work within the discipline of media, marketing and advertising

LO3. Employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making of advertising and marketing assets and strategy

LO4. Select, experiment with and make appropriate use of materials, processes, data, technologies and environments, showing understanding of quality standards, ethics and attention to detail

LO5. Test, challenge, and iteratively develop ideas through to outcomes, for example, images, campaigns, environments, systems, processes, or texts relevant to the media, marketing and advertising industries

LO6. Be resourceful, ethical and entrepreneurial and demonstrate professionalism in the ability to work in communication and collaboration with others, demonstrating inclusive and egalitarian practices.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- AUB LTAF and Undergraduate Assessment Regulations
- Chartered Management Institute Criteria

Learning, Teaching, and Assessment Strategies

The learning, teaching and assessment strategy for The BA (Hons) Media, Marketing and Advertising course has been developed in alignment with the AUB Learning, Teaching and Assessment Framework (LTAF). This ensures parity of learning, teaching and assessment planning in line with other undergraduate courses at AUB and structurally helps to enable our students to collaborate effectively.

In order to help you achieve the course learning outcomes we will work with you through using a broad range of learning and teaching methods. Enabling you is at the heart of the teaching philosophy on the course, which means that the methods we use are providing you with the tools to become an independent, curious and confident learner.

You will engage in group sessions of different scales – large group lectures that may include up to 100+ people and smaller seminar groups of 20-25 will be a core part of your learning. In addition to these sessions there will be a variety of workshops, activities and field trips throughout the course.

Learning how to use the Adobe Creative Suite will be a part of the teaching from the first year onwards, you'll have additional support through a range of online resources that you can engage with in your own time. By the end of the course you should be a digitally proficient, able to design reports, retouch photographs and edit simple films as well as create a range of marketing and advertising campaigns. You will be supported in using Microsoft office software, word, powerpoint and excel as well as specialist software.

Generative AI is a tool that you will engage with throughout the course. The capabilities of Gen AI are developing rapidly, and we will respond to changes in the field as they happen, supporting you in understanding both the possibilities and the limitations of software such as Midjourney and DALL E. You will be given guidance and practice in how to use open-source tools effectively, understand the ethics and risks and also the university policies and expectations around how these tools can and can't be used in your assessments.

Although most of the teaching will be in person and on campus we use online platforms to provide further support and more flexibility. Each module will be supported by a site in our virtual learning environment (We use Canvas and Microsoft Teams). This will provide you with all the documentation you will need for the unit as well as a range of learning resources that you can access to enhance the core taught curriculum. Guest lectures, one to one tutorials and meetings are often facilitated using Microsoft Teams, which enables us to support you with increased flexibility and responsiveness.

As you move through the course our goal is to help you develop more autonomy, so that by the end you are in the driving seat of your learning, with our support. This means that for the major project units you will develop your own research question and be able to define the methods you will use to undertake the project, with a range of supervision and support, through academic, technical and support staff as well as your peers.

The BA (Hons) Media, Marketing and Advertising course uses authentic assessment, which means that assessments are designed to evaluate understanding through assessments that ask students to apply their knowledge in work related tasks and situations. This includes projects that address industry facing challenges and critical issues, presentations that are both digital and live and written work that challenges students to use a range of tools in developing critical analysis and requires demonstration of a research trail, this is particularly important when using Generative AI within the research and or development process for both written and visual outcomes.

There will be a rage of different assessment formats throughout the course, that enable students to demonstrate their knowledge and skills against the learning outcome through

different types of application. These include presentations, projects, portfolio, reflective journal, research file, essay and evaluation.

> *AUB values collaboration as a key graduate attribute. Group and cross-disciplinary learning and teaching is highly beneficial and increases students' understanding of industry practices. By encouraging cross-course participation, peer learning, team working skills and group project management the enhancement of analytical and cognitive skills is significantly increased, thus increasing graduate employability*
>
> AUB LTAF, 2024

In order to embed collaboration and the development of the skills required for effective team working in the curriculum some of the assessments will require group work or collaborative projects and some of the assessments will be graded against the group work, rather than the individual. In the instance that there is a group work assessment it will be for a maximum of 50% of the unit credits.

> *Assessment tasks are designed to promote academic integrity and ethical behaviour. While the risk of academic misconduct cannot be eliminated, tasks are designed which minimise this risk and encourage student engagement. The design of both Learning Outcomes and assessment tasks enable students to evidence their own achievement.*
> AUB LTAF, 2024

Feedback is a critical part of the assessment process, used constructively this should enable all learners to understand how to build on their learning to the benefit of future activities and assessments. Feedback will focus on identifying what the student have done well and up to three key areas for improvement. Where possible staff will talk through the feedback with students after the grade and feedback release on Wiseflow, enabling the student to ask questions, reflect and build their professional capacity for constructive conversations about their practice.

Student Engagement
Student engagement encourages active participation and fosters a deeper connection to the learning process, allowing students to take ownership of their educational journey. Through collaboration and sharing diverse perspectives, students not only contribute to the learning environment but also co-design aspects of their learning, tailoring it to their personal and professional goals. This approach helps them develop essential skills, such as critical thinking, communication, and teamwork. As students progress, they build on previous learning experiences, with each year designed to equip them with the knowledge and skills necessary to culminate in the final year, where they create their own independent project. This final project, informed by prior coursework and real-world experience, represents the pinnacle of their learning, enabling them to apply their accumulated knowledge in a practical, meaningful way. Engaging in this process prepares students to navigate complex challenges, while also enhancing their ability to innovate, solve problems, and think critically in professional settings.

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of student achievement and also provides students with regular feedback on how their learning is developing.

For every unit of a course, we will inform students of what they are expected to learn; what they need to submit; how their work will be assessed; and the deadline for presenting work for assessment.

A minimum of one unit at Level 4 will be assessed on a pass/fail basis, with written feedback but no numerical grade. All other units will be given a percentage mark.

Students will receive a final mark for each unit in the form of a percentage, which will be recorded on a formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

On successful completion of an Honours degree course, students will be awarded a degree classification based on their unit marks. The final classification is determined using all unit marks at Levels 5 and 6.

If a student has joined Level 6 through either the Recognition of Prior Learning (RPL) route or having completed a Foundation Degree (FdA), the final classification is determined using only unit marks at Level 6.

For further information on assessment, progression, awards, and classifications, please visit https://aub.ac.uk/regulations

Course Structure

All students are registered for the award of BA (Hons); however, exit awards are available if a student leaves the course early, having successfully completed one or two levels. If students successfully complete a level of the course, they will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), students must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if a student leaves the University following successful completion of the first year of the course.

For the award of a Diploma of Higher Education (DipHE), students must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if a student leaves the University following successful completion of the second year of the course.

For the award of a BA (Hons) a student must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of the course.

A BA without Honours may be awarded if a student achieves 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Core Values and Skills

In developing courses, the University aims to create a curriculum that reflects its values and ethos. It should prepare students for the future not only in enabling them to have a successful career, but also empower students with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. AUB has drawn from the United Nations Sustainable Development Goals (SDGs) (https://sdgs.un.org/goals) which have informed our values of Equality, Diversity and Inclusion as well as our Graduate Attributes.

Equity, Diversity, and Inclusion (EDI)

“We are better for our diversity. We are enriched by the depth of respect we have for each other and the strength of our relationships with our people, our places and the planet. Through our commitment to working with those who are different to us, or challenge us, we grow stronger together, creating new synergies, global connections and sustainable futures.” (AUB Strategy 2030)

As an organisation we have moral, social and legal obligations to fulfil in terms of EDI, and in doing so our commitment is to put EDI at the heart of every area of activity. It is not covered as a separate, stand-alone section, rather it forms an integral part of the curriculum, throughout your study here.

Graduate Attributes (GA)

Over recent years, there has been an increasing pace of change, technological, social, environmental. This has been further impacted by the world-wide pandemic effecting significant change in the global economy and the employment market.

In this context, the University has recognised the importance of developing AUB graduates who have the attributes to be able to build their career, adapting to different circumstances and embracing changes. A suite of attributes have been defined that we feel are particularly appropriate to the creative courses that we deliver and to AUB’s core values; during your course, both curricular and extra-curricular activities will give you the opportunity to prepare for your working career.

The course will introduce students to topics which are integrated with the curriculum at every stage of learning. This will allow the student to structure their career development journey through levels 4-6 of the degree course and consider the following stages: Self Awareness, Opportunity Awareness, Decision Making and Transitioning into Work. These align to the AUB Career Readiness stages: Explore, Focus, Engage and Achieve.

In practice, this means that each unit of the course, at each Level, will include elements of career development and these will be shown explicitly in unit descriptors and outline syllabuses. Whilst students engage with these as they go through each unit, they will all come together in the final unit at each Level. Such an approach is designed to support students in the next steps they take after graduation, in whatever direction those may be, and is fundamental to degree studies.

Students will also have the option, between Level 5 (Year 2) and Level 6 (Year 3) of undertaking an extended period of work experience. The course team will be able to discuss this at the appropriate time.

Maintaining Health and Wellbeing

Throughout the course students are encouraged to reflect on their own health and wellbeing, and to develop themselves as a healthy creative practitioner. Students will consider how to develop study and work strategies and habits which maintain and promote their own wellbeing, and to manage their professional activities in a way which safeguards their mental and physical health.

Course staff have designed the course in order that, as far as is reasonably possible, health and wellbeing are promoted. Therefore, it is vital students maintain constructive communication with their colleagues and their staff throughout their time on this course.

Course Content

The course enables students to develop an area of interest and expertise within the scaffolding of the units which build knowledge, understanding and skills progressively each term.

During the first-year students are introduced to the fundamental areas of knowledge and skills they will need to build upon to become professionals in the media, marketing and advertising industries. They will learn about creating content for social media, advertising techniques and production standards and they will explore the media landscape, audience and methods of communication.

In the second year of the course students will have the opportunity to work on our Live Brief module, an opportunity to work across disciplines on a research-based project or industry brief, with and external client. Students will build on their knowledge of the fundamental areas of subject practice learned through year 1.

By the end of the course students will have completed a project in response to a defined research question that enables them to develop a specialised research project and response to an area of the media, marketing and advertising industry that is relevant to their own aspirations.

Throughout the course students will be required to work with digital technologies and data to become fluent in using data and analytics to understand, predict and evaluate. The use of professional software including Microsoft Office, Adobe Creative Suite and relevant open source software including Generative AI will be embedded throughout the course.

Visual literacy and the ability to communicate across platforms will be a requirement throughout the course and upon completion students should be fluent in producing visual content that communicates across platforms.

Course Units

Level 4

CIM401	Social Media Marketing and Management	40 credits
CIM406	Foundations of Advertising	40 credits
CIM403	Consumer Insights	20 credits
CIM407	The Media Landscape	20 credits

Level 5

CIM507	Data and Digital Marketing Strategy	40 credits
CIM508	Live Brief	40 credits
CIM509	Career Planning	20 credits
CIM510	UX Technologies and Applications	20 credits

Level 6

CIM601	Major Project Proposal	40 credits
CIM602	Major Project Production	60 credits
CIM603	Major Project Evaluation and Portfolio	20 credits

The key characteristics of Leadership, Career progression and Organisational understanding are covered in the Social Media Marketing and Management, The Media Landscape, and Career Planning units.

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.

	Level 4																												
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										**Spring Term**										**Summer Term**									
Induction week	CIM401 Social Media Marketing and Management 40 credits Weeks 1-10									Assessment	CIM406 Foundations of Advertising 40 credits Weeks 11-20									Assessment	CIM403 Consumer Insights 20 credits Weeks 21-30 CIM407 The Media Landscape 20 credits Weeks 21-30									Assessment

	Level 5																												
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										**Spring Term**										**Summer Term**									
	CIM507 Data and Digital Marketing Strategy 40 credits Weeks 1-10									Assessment	CIM508 Live Brief 40 credits Weeks 11-20									Assessment	CIM509 Career Planning 20 credits Weeks 21-30 CIM504 UX Technologies and Applications 20 credits Weeks 21-30									Assessment

	Level 6 CIM																												
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										**Spring Term**										**Summer Term**									
	CIM601 Major Project Proposal (Weeks 1 – 9) (40 credits)																												
										CIM602 Major Project Production (Weeks 10 – 21) (60 credits)																			
																					CIM603 Portfolio & Professional Practice (Weeks 21 – 27) (20 credits)									

Image: Lauren Fletcher | BA (Hons) Illustration