

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
	<p>Public Relations is all around us. Brands, businesses, celebrities, charities, politicians and everyone in between use PR as a means to spread messages, inform understanding and influence the way we behave. Creative PR practitioners run multi-channel campaigns, liaise with journalists and producers, collaborate with influencers and run social media channels - whatever it takes to raise awareness, encourage engagement and inspire action on behalf of the organisation they work with.</p> <p>If you want to change the world, this PR course is the one for you. Likewise, if you want to work with household names or launch new products, services or initiatives, BCU is the place to learn the skills needed for a fast-paced, exciting and rewarding media and communications career.</p> <p>Did you know that for every journalist in the UK, there are at least three PR or communications professionals? This is because PR is the thread by which media, social media and communications is held together in a time of instant news, information and entertainment.</p> <p>Join a course recognised by the Chartered Institute of Public Relations and proud of its close links with industry. They work with us, providing many and varied guest speakers who contribute insights and live projects, as well as a supportive mentor scheme offered by practitioners in the region and beyond.</p>

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	<p>Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; background-color: #ffffcc;"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED4119</td> <td>Researching the Media and Communication</td> <td>40</td> </tr> <tr> <td>MED4120 (MED4129)</td> <td>Introduction to Media Contexts and Practice 1 - Understanding Public Relations</td> <td>20</td> </tr> <tr> <td>MED4121 (MED4122)</td> <td>Introduction to Media Contexts and Practice 2 - Events and Exhibition Planning</td> <td>20</td> </tr> <tr> <td>MED4161</td> <td>Global and Community Impact</td> <td>20</td> </tr> <tr> <td>MED4178</td> <td>Media and Influencer Engagement</td> <td>20</td> </tr> </tbody> </table> <p>Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):</i></p> <table border="1" style="width: 100%; background-color: #ffffcc;"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5203</td> <td>Live Production 2</td> <td>40</td> </tr> <tr> <td>MED5191 (MED5186)</td> <td>Research – PR Concepts and Contexts</td> <td>20</td> </tr> <tr> <td>MED5182</td> <td>PR Planning and Delivery</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; background-color: #ffffcc;"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td></td> <td> One option from: <ul style="list-style-type: none"> - ADM5006 Collaborative Practice - ADM5001 Live Project - ADM5000 Work Experience </td> <td style="text-align: center;">20 20 20</td> </tr> <tr> <td></td> <td>One option from School of Media (see below)</td> <td style="text-align: center;">20</td> </tr> </tbody> </table> <p>Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; background-color: #ffffcc;"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM6006</td> <td>Major Project</td> <td>60</td> </tr> <tr> <td>MED6202</td> <td>Live Production 3</td> <td>20</td> </tr> <tr> <td>MED6189</td> <td>Promotional Culture</td> <td>20</td> </tr> <tr> <td>MED6176</td> <td>Professional and Academic Development</td> <td>20</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED4119	Researching the Media and Communication	40	MED4120 (MED4129)	Introduction to Media Contexts and Practice 1 - Understanding Public Relations	20	MED4121 (MED4122)	Introduction to Media Contexts and Practice 2 - Events and Exhibition Planning	20	MED4161	Global and Community Impact	20	MED4178	Media and Influencer Engagement	20	Module Code	Module Name	Credit Value	MED5203	Live Production 2	40	MED5191 (MED5186)	Research – PR Concepts and Contexts	20	MED5182	PR Planning and Delivery	20	Module Code	Module Name	Credit Value		One option from: <ul style="list-style-type: none"> - ADM5006 Collaborative Practice - ADM5001 Live Project - ADM5000 Work Experience 	20 20 20		One option from School of Media (see below)	20	Module Code	Module Name	Credit Value	ADM6006	Major Project	60	MED6202	Live Production 3	20	MED6189	Promotional Culture	20	MED6176	Professional and Academic Development	20
Module Code	Module Name	Credit Value																																																					
MED4119	Researching the Media and Communication	40																																																					
MED4120 (MED4129)	Introduction to Media Contexts and Practice 1 - Understanding Public Relations	20																																																					
MED4121 (MED4122)	Introduction to Media Contexts and Practice 2 - Events and Exhibition Planning	20																																																					
MED4161	Global and Community Impact	20																																																					
MED4178	Media and Influencer Engagement	20																																																					
Module Code	Module Name	Credit Value																																																					
MED5203	Live Production 2	40																																																					
MED5191 (MED5186)	Research – PR Concepts and Contexts	20																																																					
MED5182	PR Planning and Delivery	20																																																					
Module Code	Module Name	Credit Value																																																					
	One option from: <ul style="list-style-type: none"> - ADM5006 Collaborative Practice - ADM5001 Live Project - ADM5000 Work Experience 	20 20 20																																																					
	One option from School of Media (see below)	20																																																					
Module Code	Module Name	Credit Value																																																					
ADM6006	Major Project	60																																																					
MED6202	Live Production 3	20																																																					
MED6189	Promotional Culture	20																																																					
MED6176	Professional and Academic Development	20																																																					

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)	
	MED4129 Introduction to Media Contexts and Practice 1 – Understanding Public Relations (20 credits)	MED4161 Global and Community Impact (20 credits)
	MED4122 Introduction to Media Contexts and Practice 2 – Events and Exhibition Planning (20 credits)	MED4178 Media and Influencer Engagement (20 credits)
5	MED5203 Live Production 2 (40 credits)	
	MED5191 Research – PR Concepts and Contexts (20 credits)	Option from: Collaborative Practice/Live Project/Work Experience (20 credits)
	MED5182 PR Planning and Delivery (20 credits)	Option from School of Media (see below) (20 credits)
6	ADM6006 Major Project (60)	
	MED6202 Live Production 3 (20 credits)	MED6176 Professional and Academic Development (20 credits)
	MED6189 Promotional Culture (20 credits)	

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:

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

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	220
Directed Learning	740
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	119
Directed Learning	841
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	