Course Specification

BA (Hons) Public Relations and Brand Communication

Course Code: BPRBC

2020/21
BA (Hons) Public Relations and Brand Communication
Material Information Summary for 2019/20 Entrants
Confirmed at 11/07/19

General Information

Award
BA (Hons) Public Relations and Brand Communication

Contained awards
BA Public Relations and Brand Communication
Diploma of Higher Education Public Relations and Brand Communication
Certificate of Higher Education Public Relations and Brand Communication

Awarding Body
Leeds Beckett University

Level of Qualification & Credits
Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales
The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)
  Starts 23rd September 2019/ Ends June 2022
- 4 years (full time, campus based with a one year work placement)
  Starts 23rd September 2019/ Ends June 2023

Part Time Study
N/A

Location(s) of Delivery
City Campus, Leeds (plus location of work placement, if applicable)

Entry Requirements
Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning/

Course Fees
Course fees and additional course costs are confirmed in your offer letter

Timetable Information
Timetables will be made available to students during induction week via:

i) The Student Outlook Calendar
ii) The Student Portal
iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions can be discussed with your Course Administrator.

Policies, Standards and Regulations  

http://www.leedsbeckett.ac.uk/public-information/

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director  Annisa Suliman
Your Academic Advisor(s)  Annisa Suliman
Your Course Administrator  Mark Panter

Placement Information

Summary  Placements are recognised and valued by employers and enhance your employability and preparedness for life after graduation. If you chose to undertake a placement, our Placements Teams will work with you to identify an appropriate opportunity either in the UK or overseas. Contact Placement Team representatives at either City Site or Headingley for further information. Please note that the costs associated with work placements are not funded by the university (eg travel/ accommodation).

Length  48 weeks, undertaken between year 2 and year 3 (level 5 and Level 6).

Location  None specified

Professional Accreditation or Recognition Associated with the Course

Chartered Institute of Public Relations (CIPR)

The course is recognised by the CIPR for its professional expertise and standards and students are eligible to apply for student membership of CIPR for £35 per year.

Public Relations and Communications Association (PRCA)
The course has PRCA accreditation and students on this programme are eligible for free student membership, along with access to all PRCA material and webinars online.

Course Accreditation Period: CIPR ongoing; PRCA ongoing since 1/9/2016

Course Overview

BA Hons Public Relations and Brand Communication aims to provide a coherent, exciting, market-relevant single honours course of study that encourages students to apply theory to practice; develop cutting-edge digital communication skills and test their knowledge in the real world. Undergraduates benefit by studying on one of the most established PR degrees in Europe and gain the expertise needed for a successful career on a course recognised by the Public Relations and Communications Association (PRCA) and the Chartered Institute of Public Relations (CIPR).

Study covers the wider role of communications, from developing and implementing social media campaigns to the impact of marketing, media relations and internal communications. As well as learning how to build and manage relationships between companies and their customers, student will be encouraged to see themselves (and act) as communications professionals from the start. Whilst stressing the importance of effective self-branding, students will adhere to professional norms and to become entrepreneurial, ethical, self-reflexive individuals working in a diverse, global environment.

Course Learning Outcomes

At the end of the course, students will be able to:

1. Demonstrate the development and application of the necessary knowledge, transferable skills, professionalism and creativity to pursue a career in public relations and related professional fields across diverse local, regional and global environments.

2. Apply knowledge, theoretical principles and adopt a reflective approach to public relations and brand communication theory, research and scholarship to explore issues from a variety of situations.

3. Synthesise and apply different elements of theory to critique relationships between public relations and brand communication and socio-cultural, political, business and economic environments.

4. Demonstrate development of personal and professional attributes, ethics, reflective learning and creativity, in order to become entrepreneurial, resilient, self-directive, confident, effective communication practitioners and life-long learners.

5. Formulate informed points of view, identify new perspectives and apply professional competencies in the creation of persuasive communication, campaigns and strategies in order to influence public discourse.

Teaching and Learning Activities

Summary
The course adopts the strategy of moving students from dependence through interdependence to independence in learning. Students are initially guided in the research and tasks required but as they progress through the course students are expected to take increasing responsibility for their own learning. In particular the use of peer and self-assessment underpins the development of autonomous learning and self-development. Self and peer assessment will be a component of the Professional Skills Development strand at Levels 4 and 5. Here we will utilise digital technology to record presentations and get students to evaluate their own performance and that of others through the use of closed, assessed blogs. However, face-to-face teaching continues to be an integral part of most modes of delivery within this course.

On their entry to university, the course induction will welcome students and introduce their peers and university staff such as the Course Administrator, Personal Tutor/Academic Advisor and Course Director. Students will be introduced to the university ICT environment as a means of communication, and encouraged to participate in School, Student Union and University welcome activities, especially those with an international and cross-cultural focus. Students will be encouraged to see themselves as members of a diverse academic community and to value the contributions of their peers, through practical workshops and assessed classroom-based presentations. Modules such as PR & Current Affairs at L4 and Persuasive Cultures at L5 will recognise cultural differences through theoretical study and group activities in the analysis of case studies interactive exercises and internet activities. A responsible attitude to business management will be fostered through the L4 modules Marketing and the Business Environment, and Managing Communication for Employee Engagement; L5 modules: Strategic Brand Communication, Global Communication Project.

At all levels students work in seminar groups on case study activities which enable them to develop critical insights into the decision-making process of large organisations and appraising their actions, including an appreciation of the ethical consequences of their actions. The learning and teaching activities include one-to-one and group activities with the tutor in the classroom, via lectures as well as utilization of a range of digital and electronic sources including the VLE, where minimum requirement of each module is to detail module guides, lecture notes and assessment criteria. Students are also expected to engage with tutors and employers via twitter, blogs and other social media platforms. PR is a discipline which is embracing social media and looking to young graduates and practitioners to advise and monitor social media platforms so active engagement in these is encouraged across all levels.

Leeds Business School also provides a modern learning environment with specialist facilities that enable us to bring learning to life, such as a dedicated Media Suite consisting of a TV and Radio Studio, Control Gallery, Newsroom and Editing Suite, as well as state of art Crisis Simulation Facilities (Hydra Suite). The Hydra Foundation Suite is a unique, high-fidelity learning environment that enables the monitoring of real-time leadership and decision-making in response to simulated, as-live critical incidents that allows students to work with subject experts in applying knowledge to practice.

Your Modules

(Correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable).

Level 4 Core Modules (2019/20 for FT students)

Introduction to Public Relations and Brand Communication

Understanding Markets and Customers
PR and Current Affairs
Managing Communication for Employee Engagement
PR & Brand Communication Toolkit
Personal Branding and Communication Skills

Level 5 Core Modules (2020/21 for FT students)
Strategic Brand Communication
Persuasive Cultures: New Thinking in PR and Brand Communication
Digital Engagement 1: Cross-Platform Storytelling
Digital Engagement 2: Magnetic Content
PR Research 1: Research Design and Insights
PR Research 2: Public Opinion and Analytics
Global Communication Project

Level 5 Option Modules (delivery years as per Level 5 core modules above)
The following option modules are indicative of a typical year. There may be some variance in the availability of option modules
Health Communication
Fashion PR
Sports Media Relations
International and Intercultural Public Relations

Level 6 Core Modules (2021/22 for FT students, 2022/23 for sandwich placement students)
Consultancy Project 1: Research & Professional Practice
Consultancy Project 2: Pitching & Professional Practice
Issues Management and Crisis Communication
PR Dissertation/Dissertation Project

Level 6 Option Modules (delivery years as per Level 6 core modules above)
The following option modules are indicative of a typical year. There may be some variance in the availability of option modules

Celebrity and Media
Photojournalism
Sports Journalism
Arts & Entertainment Marketing
Political Communication and Public Affairs
Work Placement *(Sandwich students only)*
Magazine Production
Public Discourse and Popular Culture
Fashion Journalism
Entrepreneurial Journalism
Stakeholders, Sustainability & Social Responsibility

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

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<thead>
<tr>
<th>Assessment Balance</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
<td>Examination</td>
<td>92%</td>
<td>80%</td>
<td>83%</td>
</tr>
<tr>
<td>Coursework</td>
<td>3%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Practical</td>
<td>5%</td>
<td>12%</td>
<td>0%</td>
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</tbody>
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<tr>
<th>Overall Workload</th>
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<tbody>
<tr>
<td>Teaching, Learning and Assessment</td>
<td>288 hours</td>
<td>288 hours</td>
<td>288 hours</td>
</tr>
<tr>
<td>Independent Study</td>
<td>912 hours</td>
<td>912 hours</td>
<td>912 hours</td>
</tr>
<tr>
<td>Placement</td>
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Learning Support
If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students’ Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. The telephone number is 0113 812 3000, and the e-mail address is StudentHub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students’ Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.