

**1. Programme Title(s):**

MA in Media and Advertising  
PG Diploma\* / PG Certificate\* in Media and Advertising  
(\*Exit awards only)

**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 is 12 months

The maximum period of registration is 24 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 jointly with the School of Management, and this unique partnership 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 Framework for Higher Education Qualifications
- University of Leicester Learning and Teaching Strategy:
- <http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- University Employability Strategy
- Annual programme reviews of existing taught postgraduate provision
- Periodic Developmental Review Reports\*
  - Annual Developmental Review
- External examiners' reports
- First Destinations Data
- Surveys of registered DMC taught postgraduate students

**9. Programme Outcomes:**

The Intended Learning Outcomes listed below refer to Postgraduate Diploma and Master's level, except where indicated otherwise

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>(a) Subject and Professional skills</b>		
<b>Knowledge</b>		
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.
<b>Concepts</b>		
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.
<b>Techniques</b>		
For the PG Cert: Describe the techniques that are central to the study of media and advertising.  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.

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<b>Critical Analysis</b>		
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
<b>Presentation</b>		
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
<b>Appraisal of evidence</b>		
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, 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
<b>(b). Transferable Skills</b>		
<b>Research Skills</b>		
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
<b>Communication Skills</b>		
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
<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<b>Data Presentation</b>		
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
<b>Information Technology</b>		
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
<b>Problem Solving</b>		
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
<b>Working Relationships</b>		
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
<b>Managing Learning</b>		
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	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

methodologies, reflecting on and writing up results		
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Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Career Management</b>		
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 programme will be taught jointly by the School of Media, Communication and Sociology and School of Management. It will introduce students to principles and theories of marketing and advertising and critically examine advertising practices. The course will include regular talks by experts from the advertising, public relations and marketing industry.

**11. Indications of programme quality:**

The programme will be taught by two departments 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. Scheme of Assessment**

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study

**13. Progression points**

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

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 award where appropriate.

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

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

**15. Additional information** [e.g. timetable for admissions] N/A

**16. External Examiners:**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports can be found [here](#).

## Appendix 1: Programme structure (programme regulations)

### MA/Postgraduate Diploma in Media & Advertising

Module Code	Module Title	Credits	Semester
MS7047	Introduction to Advertising and Media	30	Semester 1
MS7400	Media Research Methods	15	Semester 1
MN7360	Principles and Practice of Marketing	15	Semester 1
MS7080	Advanced Topics in Advertising	15	Semester 2
MS7081	Advertising and Promotion in the Digital Age	15	Semester 2
MS7084	Advertising Strategy and Creativity	15	Semester 2
MS7012*	Dissertation	60	Both semesters

\* Compulsory only for degree of M.A.

Students should also select one of the following 15 credit modules:

Module Code	Module Title	Credits	Semester
MS7028	Technology and Social Change: Global Perspectives	15	Semester 2
MS7030	Critical Approaches to Consumer Culture	15	Semester 2
MS7034	International Political Communication	15	Semester 2
MS7043	Digital Media in Everyday Life	15	Semester 2
MS7052	Chinese Media and Popular Culture in a Global Context	15	Semester 2
MS7100	Critical Approaches to Celebrity Culture	15	Semester 2
MS7211	The Cultural Industries: Theory, Policy and Practice	15	Semester 2
MS7307	Promotional Cultures	15	Semester 2
MS7021	Health Communication in a Global Context	15	Semester 2

*The list of optional modules available on an individual programme may be subject to change if they are under or over subscribed to the extent that the quality of teaching would be affected to the detriment of students.*

### Appendix 2: Module Specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>