

Aims and objectives

- For the supervisor to guide the student, as a junior research colleague, through the research, writing and production of an MA level professional research project of 10-12,000 words (or the equivalent of)
- For the student to undertake independent/autonomous research on a professional topic which makes a valuable contribution to the field
- To develop professional skills and experience which can be applied in work placements or further graduate work

Programme Outcomes

By the end of this course successful students will be able to A, B, D, F, G, H:

- A. Demonstrate a deep and systematic understanding of key issues, themes and debates in Advertising and PR, while reflecting on their relationship to empirical evidence and to other relevant disciplines.
- B. Show critical and innovative responses to theories, methodologies and practices in Advertising and/or PR and their impact on how the knowledge base is interpreted.
- D. Design and undertake substantial investigations addressing significant areas of practice in Advertising and PR, using selected and appropriate advanced approaches.
- F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication
- H. Demonstrate the ability for innovative and autonomous learning, normative and ethical reflection, self-evaluation and engagement with disciplinary benchmarks.

Learning Outcomes

- demonstrate professional research skills including the application of appropriate methodologies for locating, assessing and interpreting primary sources
- show professional writing skills
- display an critical and practical awareness of the ways in which advertising and PR can be used to meet specific objectives
- demonstrate a sophisticated critical awareness of ways of evaluating what can be achieved through the use of advertising and PR

Indicative Content:

- production of a professional research project equivalent to a 10-12,000 word Masters
- a report, containing professional materials suitably and evidencing:
 - intensive autonomous study of a topic agreed with a supervisor
 - primary professional work making a valuable contribution to the field
 - a coherent argument
 - appropriate, critical use of secondary sources
 - critical self-reflection

Assessment:

The course is assessed according to the assessment norms of the university at level 7:

FHEQ level	Richmond/UK Level	Normal Number of Items (including final exam)	Total Assessment
LEVEL 7	R7000/UK MA		Equivalent to 10,000 – 12,000 words

Teaching Methodology:

Guided independent study. Initial classes would provide briefing and enable students to commence their own project work. They would thereafter discuss progress in tutorials.

Bibliography

Rountree, K. *Writing by Degrees: A Practical Guide to Writing Theses and Research Papers*. (Auckland: Longman Paul, 1996).

Turabian, K.L. *A Manual for Writers of Term Papers, Theses, and Dissertations* (Sixth Edition) (Chicago: University of Chicago Press, 1996[1937]).