

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	CASS
<b>Programme:</b>	MA in Advertising and Public Relations
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	<b>Extended Professional Research Project</b>
<b>Course Code:</b>	APR 7550
<b>Course Leader:</b>	<b>Prof Simon Goldsworthy</b>
<b>Student Engagement Hours:</b>	600
Lectures:	0
Seminar / Tutorials:	0
Independent / Guided Learning:	600
<b>Semester:</b>	Summer
<b>Credits:</b>	60 UK CATS credits 30 ECTS credits 12 US credits

**Course Description:** For students working independently on their Masters professional research project. An extended project equivalent to a 15,000-20,000 word thesis is offered as an alternative to the internship. The professional research project encourages students to study intensively a topic agreed with a supervisor, and so develop skills and experience which can be applied in work placements or further graduate work. Students apply their knowledge from across the autumn and spring semesters to researching a topic on advertising and public relations, which may relate to their work experience. This course is comprised of intensive and regular meetings on a one-to-one (by appointment) basis with a project supervisor to discuss the progress of research, development and writing.

**Prerequisites:** MA Advertising and Public Relations students only

- **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 15,000-20,000 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:**

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 PR and their impact on the 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.

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- 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 15-20,000 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:**

This course conforms to the Richmond PG Dissertation Assessment Norms approved at Learning and Teaching Policy Committee found at: <http://www.richmond.ac.uk/wp-content/uploads/2014/10/ALL-ASSESSMENT-NORMS-CATEGORIES-with-descriptions-Jan-2014.pdf> .

**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:**

See syllabus for complete reading list

***Indicative Text(s):***

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]).

***Journals***

***Web Sites***

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

---

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Minor	Change word lengths under Indicative Content and Assessment from "100-12,000" to "15,000-20,000" to be consistent with the existing word lengths under Course Description and Aims and Objective, and to reflect the additional requirements for this compared with APR7500, the Professional Research Project.		