



**RICHMOND**  
THE AMERICAN INTERNATIONAL  
**UNIVERSITY**  
IN LONDON

## **BA (Hons) Communications with Combined Studies**

### **Programme Specification**

**2019-2020**

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## 1. INTRODUCTION

This document describes the **BA (Hons) Communications with Combined Studies** awarded by Richmond University, the American International University in London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008).

The degree is delivered within the framework of a US Liberal Arts undergraduate degree programme. Typically students complete 40 separate courses over the programme which takes 3.5 to 4 years (approximately 10 courses per year, with summer courses allowing for accelerated progress in some cases). Normally, each course carries 3 US academic credits (equivalent, approximately, to 3 classroom contact hours per 15 week semester). On this basis, students are required to earn a total of a minimum 120 US academic credit hours in order to complete their degrees. Of these 40 courses, roughly half are at the “lower-division” taken in the first two years of study and coded 3000-4999, and half are at the “upper division”, taken in years three and four, and coded 5000-6999.

The degrees are also articulated in terms of UK Regulatory Frameworks, chiefly the *FHEQ* and the *Higher Education Credit Framework for England*. Each course has been assigned to an appropriate level on the *FHEQ*, based on the course’s learning outcomes and assessment strategies (note that the courses comprising the first year of the 4-year US undergraduate degree are normally at RQF Level 3). US undergraduate credit can generally be translated to ECTS and UK CATS credits in the following manner: 1 US credit = 2 ECTS credits = 4 UK CATS credits. So a US degree of 120 credits would translate as 240 ECTS credits and 480 UK CATS credits (with a minimum of 360 UK CATS credits at Levels 4-6 on the *FHEQ*).

**Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.**

**More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.**

**The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.**

## 2. OVERVIEW

<b>Programme/award title(s)</b>	BA (Hons) Communications with Combined Studies
<b>Teaching Institution</b>	Richmond, the American International University in London
<b>Awarding Institution</b>	Richmond, the American International University in London
<b>Date of latest validation</b>	February 2019 for 5 years
<b>Next revalidation</b>	2023-2024
<b>Credit points for the award</b>	120 US Credits 480 UK Credits at <i>FHEQ</i> Levels 3-6 (120 at Level 3; 120 at Level 4; 120 at Level 5; 120 at Level 6)
<b>UCAS Code</b>	University Code: R20 Advertising and Public Relations: NP52 Media Studies: P300
<b>Programme start date</b>	September 1998
<b>Underpinning QAA subject benchmark(s)</b>	QAA Benchmark Statement: Communications, Media, Film and Cultural Studies (2016)  <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781_12">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781_12</a>
<b>Professional/statutory recognition</b>	N/A
<b>Language of Study</b>	English
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	FT
<b>Dual accreditation (if applicable)</b>	Middle States Commission on Higher Education (First accredited 1981; renewed 1996 and 2006. Institutional Review scheduled for 2016.) QAA – Higher Education Review (AP) 2017
<b>Date of production/revision of this specification</b>	May 2019 (see chart at the end of this document for list of revisions)

### 3. ABOUT THE PROGRAMME

BA (Hons) Communications with Combined Studies is distinctive in that it broadens the academic experience of the students as a consequence of Richmond's US Liberal Arts framework and General Education requirements, and deepens it as a result of the sequence of course requirements within the program. This balance between a core of requirements and a range of choices is a key characteristic of the US system of Liberal Arts undergraduate education which does not strive nor wish to replicate the British specialist orientation at the BA level. From this unique stance, the Richmond programme, launched in 1994, combines the best possible theory and practice from both sides of the Atlantic. Operating from a firm, theoretical interdisciplinary base, the degree provides an exploration of the central role and function of communications as a "maker of meaning" and as a social and political force, and seeks to achieve specific learning outcomes based on fundamental understanding of principles of message and audience, content and medium, form, style, documentation, dissemination and reproduction.

Communications is one of the fastest growing disciplines in undergraduate education. The unique structure of the Richmond degree programme allows the flexibility necessary to reflect this growth. The programme is constructed around a common core of courses (taken at the same time as General Education/Combined Studies courses) in the first and second years. These are followed by specialized third and fourth year courses, culminating in Senior Seminar I and II (theoretical final year courses) for which students complete an extensive, original research project using primary and secondary research resources and the Senior Project (practical final year course) during which their practical skills are put to the test working on a project for a real client from outside the university. This balance of theoretical and practical course offerings, with many faculty active practitioners in their field, achieves appropriate preparation for students going into relevant postgraduate study and/or related careers.

A further distinctive feature of the Richmond programme is that it is able to meet the wide ranging, specific needs of an international student body. To achieve this, the programme offers not only a strong core of major requirements but also a range of options from which students may choose depending on their particular interests and career plans. The core of the degree in Communications is investigation of the praxis of cultural production across a range of media and creative enterprises and inquiry into the impact of national, ethnic and cultural grounding on concepts and practice of human expression. Optional courses reflect student interests in the specialized areas of PR and Corporate Communication, Media Studies and Media Production, as well as additional options in artistic expression through studio art or performance, the medium of computer graphics or journalism. Thus, students may choose from a variety of specialized studies those which most closely match their talents and interests.

Additionally, the degree program is unique in its intercultural and multicultural focus. Students interact with and gain understanding from other students from over 100 nations, in which no single national group predominates, bringing a knowledge and awareness of the "global village" and its implications on world communication systems and processes.

Programme specification and curriculum map – BA (Hons) Communications with Combined Studies

Focusing on critical issues such as globalisation, developing technologies and the growing interdependence of different cultures, Communications students at Richmond participate in a substantive study of new communications research from multicultural frameworks. In keeping with the international mission of this liberal arts university, students are guided towards developing critical thinking and engagement with analysis of the mass media and enquiry regarding culture, race and gender differences.

New technology has transformed the world. It is changing the way we work so rapidly that we run the risk of what we learn today becoming obsolete by tomorrow. It is bringing ideas and people closer together, yet it is only those that achieve a true understanding of the subtleties of intercultural communication who will benefit from the potential that science offers us. The Richmond degree in Communications is a progressive and dynamic program which owes much of its success to constantly updated technology-based courses. The discipline's practice includes videography, scriptwriting, TV production writing, graphics, photography, and computer-aided communication such as multimedia design, and writing for the Internet and world-wide web. Throughout the degree, students are encouraged to work independently and in teams on creative, technology based products which reflect and build on their theoretical knowledge and on their developing practical skills. In this they have the opportunity to exploit the multi-media resources on offer at the university. These practical courses give students the opportunity to focus on a specific career path before they graduate.

Study in communications at Richmond prepares students in the areas of adaptive competence, critical thinking, aesthetic sensibility, professional identity and ethics, and leadership capability – all areas that are necessary for success in today's world. Thus the Richmond BA (Hons) Communications with Combined Studies degree, with its unique intercultural focus, enables students to respond appropriately and effectively to a rapidly changing world and to master the skills necessary for success in the 21st century.

#### **4. MISSION**

The BA (Hons) Communications with Combined Studies degree prepares students to work within the technologically driven, global, communication revolution of the 21st Century, and helps students develop as leaders in their careers and communities. The Major provides an interdisciplinary, multimedia approach to the study of Communication, and through its core courses and special programs develops an intercultural and global awareness within the framework of the liberal arts tradition.

#### **5. PROGRAMME STRUCTURE**

BA (Hons) Communications with Combined Studies degree.

A normal course load per academic year is 30 US credits, equivalent to 120 UK credits. Students complete 120 UK credits at Level 6 in the major.

Please note that students must complete all Liberal Arts requirements AND a minimum of 120 credits at each FHEQ level. The Liberal Arts programme offers more choice amongst levels, so students and advisors must ensure that both Liberal Arts requirements and overall level requirements are satisfied.

As long as a minimum 120 credits per level is achieved, Liberal Arts Options I and II will be automatically fulfilled.

**Table 1: Lower-Division / Levels 3 and 4 Degree Requirements**

<b>LOWER-DIVISION REQUIREMENTS</b>			
<b>QCF Level 3</b>		<b>US CREDITS</b>	<b>UK CREDITS</b>
COM 3100	Foundations of Mass Media and Communications	3	12
SCL 3100	Foundations of Sociology	3	12
MGT 3200 or ADM 3160	Foundations of Business (required for AP/PR strand) Foundations of Photography (required for MS strand)	3	12
GEP 3100	Transitions I	3	12
GEP 3101	Transitions II	3	12
GEP 3120	Quantitative Reasoning	3	12
GEP 3140	Scientific Reasoning	3	12
GEP 3160	Creative Expression	3	12
GEP 3180	Research and Writing I	3	12
XXX 3xxx	QCF Level 3 Elective (can be Gen Ed Hum SS requirement)	3	12
<b>QCF Level 3 CREDIT TOTALS</b>		<b>30</b>	<b>120</b>

<b>FHEQ Level 4</b>		<b>US CREDITS</b>	<b>UK CREDITS</b>
COM 4400	Introduction to Advertising and Practice	3	12
COM 4110	Introduction to PR Practice	3	12
JRN 4200	Introduction to Writing for the Media	3	12
COM 4405	Advertising, PR and the Media	3	12
<b>plus three of the following:</b>		<b>9</b>	<b>36</b>
ADM 4100	The Language of Art		
AVC 4205	Introduction to Visual Culture		
COM 4100	Intercultural Communications		
COM 4105	Worlds of Music		
COM 4115	Digital Society		
COM 4410	Sonic Media Production		
FLM 4200	Introduction to Film Studies		
FLM 4205	Film in the Americas		
HST 4405	History of Fashion		
MKT 4100	Introduction to Marketing		
MKT 4200	Introduction to the Business of Fashion		
SCL 4110	Gender and Culture		
<b>And all of the following</b>			
GEP 4180	Research and Writing II	3	12

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XXX 4xxx	FHEQ Level 4 Elective (can be Gen Ed Hum SS requirement)	3	12
XXX 4xxx	FHEQ Level 4 Elective	3	12
<b>FHEQ Level 4 CREDIT TOTALS</b>		<b>30</b>	<b>120</b>

### Advertising and Public Relations Pathway

**Table 2: Upper-Division/Levels 5 and 6 Requirements: Advertising and PR Pathway**

UPPER-DIVISION REQUIREMENTS			
FHEQ Level 5		US CREDITS	UK CREDITS
COM 5200	Mass Communications and Society	3	12
COM 5130	Principles of Advertising and PR	3	12
COM 5220	Communications for PR and Advertising	3	12
MKT 5200	Principles of Marketing	3	12
<b>plus 3 of the following:</b>		<b>9</b>	<b>36</b>
ADM 5200	Video Production		
COM 5205	Cultural Theory		
COM 5230	Creating Digital Images		
COM 5215	Political Communications		
COM 5235	Celebrities and the Media		
JRN 5200	Feature Writing		
MKT 5405	Fashion Marketing and Retailing		
MKT 5410	Psychology of Fashion and Luxury Goods		
SCL 5200	Social Research		
And all of the following			
XXX 5xxx	FHEQ Level 5 Elective	3	12
XXX 5xxx	FHEQ Level 5 Elective	3	12
XXX 5xxx	FHEQ Level 5 Elective	3	12
<b>FHEQ Level 5 Credit Totals</b>		<b>30</b>	<b>120</b>

FHEQ Level 6		US CREDITS	UK CREDITS
COM 6200	New Media	3	12
COM 6210	Advertising and PR Campaigns	3	12
COM 6296	Senior Seminar 1	3	12
COM 6297	Senior Seminar 2	3	12
COM 6391	Senior Project in Communications		
JRN 6205	Media Ethics and Law	3	12
<b>plus 5 of the following OR Internship and 3 of the following:</b>		<b>15</b>	<b>60</b>

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ADM 6435	Web Design		
COM 6400	Fashion and Media		
COM 6962	World Internship in Communications (6 CREDITS)		
COM 6972	Internship in Communications (6 CREDITS)		
FLM 6210	Advanced Digital Video		
FLM 6220	Documentary Theory and Production		
FLM 6400	From Script to Screen		
HST 6205	Pictures of Power		
JRN 6200	Publications Layout		
MKT 6200	Advertising Management		
MKT 6220	Digital Marketing and Social Media		
MKT 6215	Global Marketing Management		
MKT 6310	Luxury Brand Management		
<b>FHEQ Level 6 Credit Totals</b>		<b>30</b>	<b>120</b>

### Media Studies Pathway

**Table 3: Upper-Division/Levels 5 and 6 Requirements: Media Studies Pathway**

UPPER-DIVISION REQUIREMENTS			
FHEQ Level 5		US CREDITS	UK CREDITS
COM 5200	Mass Communications and Society	3	12
COM 5205	Cultural Theory	3	12
COM 5215	Political Communications	3	12
SCL 5200	Social Research	3	12
<b>plus 2 of the following:</b>		<b>6</b>	<b>24</b>
ADM 5200	Video Production		
AMS 5400	American Television Drama		
COM 5105	Modern Popular Music		
COM 5115	Sociology of Culture and Subculture		
COM 5218	Celebrity and Fan Culture		
FLM 5200	Mainstream Cinema: Studies in Genre		
FLM 5405	Adaptations: Literature and Cinema		
FLM 5410	Gender in Film		
FLM 5415	Superhero Cinema		
FLM 5420	Postapocalyptic Worlds		
JRN 5200	Feature Writing		
And all of the following			
XXX 5xxx	FHEQ Level 5 Elective	3	12
XXX 5xxx	FHEQ Level 5 Elective	3	12
XXX 5xxx	FHEQ Level 5 Elective	3	12

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XXX 5xxx	FHEQ Level 5 Elective	3	12
<b>FHEQ Level 5 Credit Totals</b>		<b>30</b>	<b>120</b>

<b>FHEQ Level 6</b>		<b>US CREDITS</b>	<b>UK CREDITS</b>
COM 6200	New Media	3	12
COM 6296	Senior Seminar 1	3	12
COM 6297	Senior Seminar 2	3	12
COM 6391	Senior Project in Communications	3	12
<b>plus 6 of the following OR Internship and 4 of the following:</b>		<b>18</b>	<b>72</b>
ADM 6425	Photojournalism		
AMS 6400	Pop to Present: Themes in Contemporary US Art		
COM 6205	PR and Self-Presentation in the Media		
COM 6400	Fashion and Media		
COM 6962	World Internship in Communications (6 CREDITS)		
COM 6972	Internship in Communications (6 CREDITS)		
FLM 6200	Transnational Cinema		
FLM 6230	International Cinema		
HST 6205	Picture of Power		
JRN 6205	Media Ethic and Law		
JRN 6210	Global News Analysis		
<b>FHEQ Level 6 Credit Totals</b>		<b>30</b>	<b>120</b>

Black = Major requirements

Blue = General Education Liberal Arts Core requirements

Green = Electives/Gen Ed Electives, one of these electives (at RQF L3 or FHEQ L4) must fulfil the Humanities/Social Sciences Gen Ed Elective requirement

## 6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

## 7. KEY PROGRAMME OUTCOMES

Upon completing the BA (Hons) Communications with Combined Studies students should have:

- An understanding of communication and the media and the role they play in different societies.
- An understanding of production processes and professional practices relevant to media and communicative industries.

- The ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated.
- Skills which will translate into the workplace.

### **Theoretical Knowledge Base (A)**

#### LEVEL 3

A1. An understanding of the history of communication and major media technologies, and a recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change.

#### LEVEL 4

A2. A broad comparative understanding of the roles that media and/or cultural institutions play in different societies.

A3. A broad understanding of the roles of cultural practices and cultural institutions in society.

A4. A broad understanding of particular media forms and genres, and the way in which they organise understandings, meanings and affects.

#### LEVEL 5

A5. A detailed understanding of the ways in which different social groups may make use of cultural texts and products in the construction of social and cultural realities, cultural maps and frames of reference.

A6. A detailed understanding of the historical development of practices of cultural consumption (including subcultural forms and everyday lived practices).

A7. Engage critically with major thinkers, debates and intellectual paradigms within the subject area and put them to productive use.

#### LEVEL 6

A8. A systematic understanding of the historical evolution of particular genres, aesthetic traditions and forms, and of their current characteristics and possible future developments.

A9. A systematic understanding of the history of communication and media technologies, and a recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change.

A10. A systematic understanding of new and emergent media forms and their relation both to their social context and to earlier forms.

A11. A systematic understanding of the interconnectedness of texts and contexts, and of the shifting configurations of communicative, cultural and aesthetic practices and systems.

### **Practical Knowledge Base (B)**

#### LEVEL 3

B1. An understanding of the processes linking production, distribution, circulation and consumption.

#### LEVEL 4

B2. A broad understanding of the relationship between discourse, culture and identity.

B3. A broad insight into the cultural, economic and social ways in which aesthetic judgements and decision making processes are constructed in alternative and corporate media and a demonstrated capacity to work within such constraints.

B4. A broad understanding of the narrative processes, generic forms and modes of representation at work in media and cultural texts while also demonstrating the ability to produce work which effectively manipulates sound, image and/or the written word.

#### LEVEL 5

B5. A detailed awareness of how media products might be understood and consumed within broader concepts of culture and knowledge of how to effectively produce these products showing capability in operational aspects of media production technologies, systems, techniques and professional practices.

B6. A detailed understanding of the ways in which forms of media and cultural consumption are embedded in everyday life, and serve as ways of claiming and understanding identities.

B7. A detailed understanding of the relationship between discourse, culture and identity.

#### LEVEL 6

B8. A systematic understanding and application of key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship.

B9. A systematic insight into the cultural and social ways in which aesthetic judgements are constructed and aesthetic processes experienced.

B10. A systematic understanding of the ways in which people engage with cultural texts and practices and make meaning from them.

B11. A systematic understanding of the relationship between discourse, culture and identity.

### Cognitive Skills (C)

#### LEVEL 3

C1. Demonstrates the ability to gather, organise and deploy ideas and information in order to communicate arguments effectively in written, oral or other forms, with an understanding of appropriate methods.

#### LEVEL 4

C2. Demonstrates the ability to gather, organise and deploy ideas and information in order to evaluate their strengths and weaknesses, and express them effectively in written, oral or other forms.

C3. Demonstrates a broad understanding of quantitative and/or qualitative research methods.

C4. Demonstrates an ability to judge the reliability of sources, and begins to identify the strengths and weaknesses of concepts and theoretical frameworks.

#### LEVEL 5

C5. Demonstrates the ability to formulate and synthesize arguments cogently, retrieve and generate information, and select appropriate criteria to evaluate sources, with a detailed understanding of quantitative and/or qualitative methods.

C6. Delivers work with limited supervision to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.

C7. Exercises a degree of independent and informed critical judgement in analysis.

#### LEVEL 6

C8. Demonstrates the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms.

C9. Demonstrates the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated.

C10. Demonstrates the ability to produce detailed analyses of competing perspectives and concepts, to make comparisons and connections and to identify the possibility of new concepts.

C11. Demonstrates the ability to provide critically appraisals of some of the widespread common sense understandings and misunderstandings of the subject area, and the debates and disagreements to which these give rise.

### Personal (D)

#### LEVEL 3

D1. Demonstrates an awareness of views other than their own and adapts behaviour to meet obligations in personal and/or group outcomes and/or outputs.

#### LEVEL 4

D2. Acts with limited autonomy under direction or supervision and engages in evaluation of own work and capabilities and outputs in key areas.

D3. Demonstrates broad skills that are relevant to the workplace, including the ability to work productively in a group or team, and to recognise factors that affect performance, including changing contexts, audiences and degrees of complexity.

D4. Demonstrates the ability to use a range of information communication technology (ICT) skills to perform tasks.

#### LEVEL 5

D5. Demonstrates well-developed skills that will translate into the workplace, including the ability to work effectively within a group or team, to engage in self-reflection, and to adapt own actions and interpersonal communication skills to changing contexts, audiences and degrees of complexity.

D6. Delivers work with limited direction or supervision, demonstrating the capacity to consider and evaluate their own work using justifiable criteria.

D7. Demonstrates the ability to adapt to complex and non-routine performance tasks using information communication technology (ICT).

#### LEVEL 6

D8. Demonstrates the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions.

D9. Demonstrates personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication.

- D10. Demonstrates flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate.
- D11. Demonstrates the ability to flexibly locate their own normative views and cultural commitments within the practice of research, with a level of autonomy.

## **8. TEACHING, LEARNING, AND ASSESSMENT**

### **Teaching Strategy**

The teaching and learning strategy adopted within the BA (Hons) Communications with Combined Studies degree is based on the understanding that all students will be treated as active learners. Clearly, the precise approach will vary from course to course, depending on the learning outcomes relevant to each class.

The generic components of our teaching and learning strategy normally involves a variety of approaches and include delivering many of the following:

- Regular use of formal lecture sessions in all courses.
- Occasional workshops and seminars in some courses.
- Regular use of individual and/or team-based projects in all courses.
- Regular use of self-directed and directed reading in all courses.
- Peer-tutoring led by advanced students in many courses.
- Use of audio-visual and library resources in some courses.
- Regular use of tutor- and student-led discussion groups via e-learning platforms such as PowerCAMPUS (or Blackboard) in many courses.

The combination of teaching and learning approaches mentioned above develops our students' knowledge, thinking skills and practical skills.

Their knowledge is acquired through

- Structured lectures and supporting materials
- Directed reading and use of internet materials
- Independent research

Their cognitive skills are developed through

- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn

Their practical skills are gained through

- Application of theory to practices encountered during internships
- Using information technology to retrieve and manipulate data
- Negotiating by means of team-based projects

Their key skills are gained through

- Employing and using appropriate linguistic skills
- Independent learning

### **Assessment Strategy**

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The assessment strategies we use with our BA (Hons) Communications with Combined Studies degree speak directly to how we anticipate progression with student learning to take place.

In terms of following up with the assessment of student learning and consistent with US liberal arts traditions, our classes rely on the system of continuous assessment on a course by course basis and throughout any given semester. This approach often involves the use of term-papers, portfolios of work, quizzes, mid-semester and final exams as well as student presentations and general class discussion. Not every component applies to every course, but most do relate to many of the classes that are offered. Many of our courses involve a site visit or require attendance at a public lecture as well. Students generally find these events to be extremely valuable to their learning.

Most of the courses will follow the Standard Assessment Norms, however some many follow one of specialised norms or atypical assessment, as listed in each CSD. See [Assessment Norm Policy](#) for the full list of assessment norms.

Each senior will end their programme with a dissertation which will normally have 8,000-10,000 words.

## **9. ENTRY REQUIREMENTS**

### **Admissions**

To be considered for admission, prospective students should review the Admissions Policy found on the University's website.

### **Transfer Credit**

Prospective students with specific levels of subject achievement in Advanced Placement Tests, GCE A Levels and some other UK and international qualifications may enter with Advanced Credit and be given exemption from certain courses of the programme. Please see the Transfer Credit Policy Undergraduate for details.

Prospective students who do not meet the academic and/or English language requirements may be permitted to enter this programme at the appropriate point after having first satisfactorily completed a Foundation Year and /or Academic English language programme at the University.

Further details may be found at: <http://www.richmond.ac.uk/content/admissions.aspx>

## **10. EXIT AWARD REQUIREMENTS**

An exit award is defined as a lower award than one for which the student is registered. Such an award may be conferred if a student completes part, but not all, of the requirements of the programme for which he or she is registered. Students may not enter the university registered for an exit award.

### **Associate of Arts Degree in General Studies (US)**

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The US Associate of Arts (AA) degree can be awarded as an exit degree for those students completing the following minimum requirements.

30 US / 120 UK credits at RQF Level 3

30 US / 120 UK credits at FHEQ Level 4

Of the total number of credits required for the AA degree, 30 US/120 UK credits must be completed at Richmond. Students must obtain a minimum cumulative GPA of 2.0 and a major of 2.0 in order to qualify for this degree. Latin Honours are not applied to the AA Degree.

The requirements for the AA degree are outlined in Table 1 above.

### **Certificate of Higher Education in Communications (UK)**

The UK Certificate of Higher Education (CertHE) can be broadly aligned with the US Associate of Arts Degree, but the CertHE does not require the completion of 30 US/120 credits at RQF Level 3. Students who qualify for the AA degree will automatically qualify for the CertHE. But students may qualify for a CertHE without fulfilling the requirements for a US AA degree if they have not completed all of the RQF Level 3 requirements necessary to obtain the AA.

Students may not be awarded more than one exit award (notwithstanding dual accreditation of the AA/CertHE) and Boards will recommend the most relevant one for the individual student circumstance for any student meeting the criteria for an award to be made.

The UK CertHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK CertHE, 15 US/60 UK credits must be completed at Richmond.

The requirements for the UK CertHE are outlined in the section of Table 1 pertaining to FHEQ Level 4 requirements.

### **Diploma of Higher Education in Communications**

The UK Diploma of Higher Education (DipHE) has no US equivalent. The UK DipHE can be awarded as an exit award for those students completing the following minimum requirements.

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120 credits at FHEQ Level 4

120 credits at FHEQ Level 5

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK DipHE, 15 US/60 UK Level 4 credits and 15 US/60 UK Level 5 credits must be completed at the University.

The requirements for the UK DipHE are outlined in the sections of Table 1 and Table 2 above pertaining to FHEQ Level 4 and FHEQ Level 5 requirements.

## 11. STUDENT SUPPORT AND GUIDANCE

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of programmes and services which positively impact learning as well as the total student life experience.

All students have an allocated full-time faculty member who acts as their academic adviser. Academic Advisers have on-going responsibility for students' academic progress, meeting with each advisee at least once per semester. Advisers assist students with registration, enabling smooth progression through the degree. They also advise on postgraduate and career opportunities, and also provide pastoral support in many cases.

A range of Maths, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room. Please see: <https://www.richmond.ac.uk/study-abroad-at-richmond/students-with-additional-needs/>

The University operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counseling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department. For a full description of Student Affairs' activities, please see: <https://www.richmond.ac.uk/student-life/>

## 12. PLACEMENT

The Internship Office the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional, but students who choose to take up a placement receive academic credit for their placement and associated academic work (see level 6 options). For full details of the internship programme, please see: <http://www.richmond.ac.uk/content/academic-programs/internships.aspx>

Expectations with regard to careers education, information, advice and guidance (as outlined in the section on Enabling Student Achievement in *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series. For full details of career services offered to students at Richmond, please see: <http://www.richmond.ac.uk/content/student-affairs/career-services.aspx>.

In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook. Please see: <http://www.richmond.ac.uk/content/alumni.aspx>

## 13. STUDY ABROAD

### Italian Study Centres

Students also have the opportunity to complement their studies in London with a semester, year or summer at one of the university's two Italian Study Centres in Florence and Rome, Italy. Although each centre has a specific academic focus, they both offer intensive study of Italian language and culture.

The following courses in Italy may be used to fulfil your degree requirements subject to advisor approval. You must also inform Registry Services of your intentions so that these courses may be added into your customised Academic Plan and properly counted against degree requirements. If you are planning on taking courses at one of the Richmond Italian sites, please see your advisor.

**Table 4: Advertising and PR Pathway, Italy**

	US CREDITS	UK CREDITS
Any <b>Level 3</b> course in Italy as a <b>QCF Level 3 Elective</b>		
<b>Level 4</b> course in Italy as <b>FHEQ Level 4 Elective</b> from an approved list		
<b>Level 5 core (direct equivalency)</b>		

MKT 5200/ MKT 5800	Principles of Marketing	3	12
<b>Level 5 plus 1 option</b>			
MKT 5405/ MKT 5810	Fashion Marketing and Retailing	3	12
MKT 5410/ MKT 5805	Psychology of Fashion and Luxury Goods	3	12
COM 5840	Gender and Sexuality in Italian Opera	3	12
COM 5845	Luxury and Fashion in Rome	3	12
COM 5855	News and Media in Italy	3	12
COM 5860	Made in Italy: Symbols/Italian Identity	3	12
FLM 5800	History of Italian Cinema and Society	3	12
MKT 5815	International Marketing		
MKT 5820	Wine Marketing		
SCL 5855	Culture and Style in Italy	3	12
SCL 5810	Women in Italian Society	3	12
SCL 5820	Sociology of Italian Soccer	3	12
<b>Level 5</b> course in Italy as <b>FHEQ Level 5 Elective</b> from an approved list			
<b>Level 6 direct equivalency</b>			
COM 6400 / COM 6805	Fashion and Media	3	12
COM 6861/6862	Internship	3/6	12/24

**Table 5: Media Studies Pathway, Italy**

		US CREDITS	UK CREDITS
Any <b>Level 3</b> course in Italy as a <b>QCF Level 3 Elective</b>			
<b>Level 4</b> course in Italy as <b>FHEQ Level 4 Elective</b> from an approved list			
<b>Level 5 plus 2 options</b>			
AVC 5835	History of Italian Fashion	3	12
COM 5840	Gender and Sexuality in Italian Opera	3	12
COM 5845	Luxury and Fashion in Rome	3	12
COM 5855	Writing for the Media in Italy	3	12
COM 5860	Made in Italy: Symbols/Italian Identity	3	12
FLM 5800	History of Italian Cinema and Society	3	12
SCL 5855	Culture and Style in Italy	3	12
SCL 5810	Women in Italian Society	3	12
SCL 5820	Sociology of Italian Soccer	3	12
<b>Level 5</b> course in Italy as <b>FHEQ Level 5 Elective</b> from an approved list			

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<b>Level 6 direct equivalency</b>			
COM 6400/ COM 6805	Fashion and Media	3	12

For further information, please see <https://www.richmond.ac.uk/richmond-rome-campus/> and <https://www.richmond.ac.uk/richmond-florence-campus/>.

### Other Study Abroad options

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. With 20 partnerships spread over five continents, students are able to select from a wide range of partners. See <https://www.richmond.ac.uk/overseas-study-partners/> for further information and requirements. All courses taken elsewhere must be pre-approved by Registry Services.

## 14. REGULATORY FRAMEWORK

The BA (Hons) Communications with Combined Studies degree is operated under the policy and regulatory frameworks of Richmond the American International University in London, the Middle States Commission on Higher Education, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:

- QAA (2018). The Revised UK Quality Code for Higher Education. ([www.qaa.ac.uk](http://www.qaa.ac.uk))
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2010). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer ([www.seec.org.uk](http://www.seec.org.uk)).
- Middle States Commission on Higher Education. Standards for Accreditation and Requirements of Affiliation. 2014: Thirteenth Edition; Rev. Ed. 2015. (<http://www.msche.org/publications/RevisedStandardsFINAL.pdf>)

### Ensuring and Enhancing the Quality of the Programme

The BA (Hons) Communications with Combined Studies degree features detailed published educational objectives that are consistent with the mission of the institution. All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by the faculty as a group.

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Internal Moderation
- Student representation

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- Curricular change approval process
- Annual Programme Monitoring and Assessment
- Formal Programme Review, every 5 years
- Course evaluation
- Student satisfaction surveys and the NSS
- Feedback from employers

**BA (Hons) Communications with Combined Studies** is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both US (the Middle States Commission on Higher Education) and UK (QAA) reviews. The University is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and a Higher Education Review (AP) in 2017 (<http://www.richmond.ac.uk/content/admissions/about-richmond/american-british-accreditation.aspx>).

## APPENDIX 1 Curriculum Map

### Level 3 -- Communications with Combined Studies (Common to all PATHWAYS within the major)

LEVEL 3	COM 3100	COM XXXX
3A(i)	X	X
3B(i)	X	X
3C(i)	X	X
3D(i)	X	X

### Level 4 -- Communications with Combined Studies (Common to all concentrations within the major)

LEVEL 4	COM 4400	COM 4XXX	JRN 4200	COM 4405	COM 4100	AVC 4205	ADM 4100	COM 4105	FLM 4200	FLM 4205	HST 4405	JRN 4200	SCL 4110
4A(i)			X	X		X		X		X		X	X
4A(ii)	X	X		X	X	X		X			X		X
4A(iii)	X	X	X	X		X		X	X	X	X	X	X
4B(i)			X		X			X	X	X	X	X	X
4B(ii)	X	X		X		X			X	X			X
4B(iii)	X	X									X		X
4C(i)	X	X	X	X	X	X		X	X	X	X	X	X
4C(ii)											X		
4C(iii)	X	X	X	X		X			X	X	X	X	X
4D(i)	X	X							X	X	X		X
4D(ii)	X	X			X						X		X
4D(iii)	X	X			X	X						X	

### Levels 5 & 6 – ADVERTISING AND PR PATHWAY

Level 5	COM 5200	COM 5XXX	COM 5220	MKT 5200	SCL 5200	COM 5205	ADM 5200	COM 5230	COM 5100	COM 5XXX	COM 5XXX	COM 5215	JRN 5200	MGT 5405	MKT 5410
5A(i)			X	X			X	X				X	X	X	X
5A(ii)		X			X					X	X				
5A(iii)	X	X		X	X	X	X	X	X	X	X				X
5B(i)					X		X	X					X		X
5B(ii)	X	X		X		X			X	X	X	X		X	
5B(iii)		X	X		X				X	X	X			X	
5C(i)	X	X		X	X	X				X	X		X	X	X
5C(ii)		X	X	X	X		X					X	X	X	X
5C(iii)	X				X	X	X	X	X	X	X				
5D(i)				X	X		X	X		X	X	X	X	X	X
5D(ii)		X			X		X		X			X	X	X	
5D(iii)	X		X	X	X	X	X	X							X

Level 6	COM 6200	COM 6XXX	COM 6296	COM 6297	COM 6391	ADM 6435	COM 6400	COM 6962/6972 (6 cr)	FLM 6210	FLM 6220	FLM 6400	HST 6205	JRN 6200	MKT 6220	MKT 6200	MKT 6215	MKT 6310
6A(I)	X						X			X	X	X		X	X	X	
6A(II)	X	X										X		X	X	X	
6A(III)	X	X				X			X		X	X		X	X	X	
6A(IV)			X	X		X		X						X	X	X	
6B(I)					X	X			X	X	X		X			X	X
6B(II)		X			X	X	X					X		X	X	X	
6B(III)	X	X	X	X			X	X	X			X		X	X	X	
6B(IV)			X	X				X					X				
6C(I)		X	X	X	X			X	X	X	X	X		X	X	X	X
6C(II)			X	X	X	X		X					X	X	X	X	
6C(III)		X	X	X				X				X					X
6C(IV)	X		X	X				X				X					X
6D(I)		X	X	X		X		X	X				X	X	X	X	X

6D(II)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6D(III)	X	X			X	X			X			X	X				X
6D(IV)			X	X				X				X	X				

### Levels 5 & 6 – MEDIA STUDIES PATHWAY

Level 5	COM 5200	COM 5205	COM 5215	SCL 5200	ADM 5200	AMS 5400	COM 5105	COM 5115	COM 5218	FLM 5200	FLM 5405	FLM 5410	JRN 5200
5A(i)			X		X	X	X	X	X		X		X
5A(ii)		X		X			X					X	
5A(iii)	X	X		X	X		X	X	X	X	X	X	
5B(i)				X	X	X							X
5B(ii)	X	X	X				X					X	
5B(iii)		X		X			X			X	X	X	
5C(i)	X	X		X		X		X	X	X	X		X
5C(ii)		X	X	X	X								X
5C(iii)	X			X	X	X	X					X	
5D(i)			X	X	X								X
5D(ii)		X	X	X	X	X	X	X	X	X		X	X
5D(iii)	X			X	X								

Level 6	COM 6200	COM 6296	COM 6297	COM 6391	ADM 6425	AMS 6400	COM 6205	COM 6400	COM 6962 /72 (6 cr)	FLM 6200	FLM 6230	HST 6205	JRN 6210	JRN 6205
6A(i)	X				X	X		X		X	X	X	X	X
6A(ii)	X				X	X				X		X		
6A(iii)	X					X	X		X			X		
6A(iv)		X	X		X	X				X			X	X
6B(i)				X	X	X								
6B(ii)				X	X			X	X			X		
6B(iii)	X	X	X			X	X	X	X	X	X	X		
6B(iv)		X	X			X			X					

6C(i)		X	X	X	X	X	X		X	X	X	X	X	X
6C(ii)		X	X	X	X	X			X					
6C(iii)		X	X			X			X	X	X	X		X
6C(iv)	X	X	X			X			X			X	X	X
6D(i)		X	X		X		X		X	X				X
6D(ii)	X	X	X	X	X	X		X		X		X	X	X
6D(iii)	X			X	X				X	X				X
6D(iv)		X	x		X	x				X			X	

For the following courses see relevant programme specifications:

ADM coded: Art, Design and Media

DEV: coded: Development Studies

HST : coded: History

JRN: coded: International Journalism

MKT, MGT coded: Business Admin

PLT coded: Political Science

SCL coded: Combined Studies

\*For the internship course, please see the internship programme specification document for more details

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