

BA (Hons) Promotional Media: PR, Advertising and Branding

Programme Specification

Awarding Institution: University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: BA (Hons)

Programme Name: BA (Hons) Promotional Media: PR, Advertising and Branding

Total credit value for programme:

Name of Interim Exit Award(s):

Certificate of Higher Education in Promotional Media: PR, Advertising and Branding

Diploma of Higher Education in Promotional Media: PR, Advertising and Branding

Duration of Programme: 3 years full time

UCAS Code(s): P310

HECoS Code(s): (100444) Media and Communications

QAA Benchmark Group: Communication, Media, Film and Cultural Studies

FHEQ Level of Award: Level 6

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: July 2023

Home Department: Media, Communications and Cultural Studies

Department(s) which will also be involved in teaching part of the programme:

Institute of Management Studies

Programme overview

Today, much of the content of the media is a product of advertising, branding, public relations and marketing and these industries are growing. This degree provides you with a comprehensive insight into these important processes, both theoretically and practically.

The programme offers a broad and in-depth examination of critical perspectives on the promotional industries, their central relationship with media and introduces you to a range of practices in promotional media and key roles in promotional organisations.

You will study and evaluate the impact of promotional activity culturally, sociologically, economically and politically and you will critically examine the growth of the promotional industries both historically and in a contemporary context.

Why study BA Promotional Media: PR, Advertising and Branding at Goldsmiths?

You will study in one of the highest-ranking media, communications and cultural studies departments in the UK and globally. The Department of Media, Communications and Cultural Studies (MCCS) has been ranked 2nd in the UK for 'world-leading or internationally excellent research' (Research Excellence Framework 2021) and 11th in the world (2nd in the UK) in the 2023 QS World Rankings for communication and media studies. You'll be taught by leading names in media, communications and cultural studies, alongside students from all over the world with diverse cultural experiences that enrich the department and the learning experience.

We concentrate on high quality lectures and small group work and on practice modules you'll be taught by industry professionals engaged in advertising, branding and public relations, journalism, screen media and interactive media. Our close links to the media industry bring you into regular contact with promotional media professionals and you will undertake a work placement as part of the module. You'll develop skills that you can use throughout your career whether in the promotional media industries or elsewhere.

We regularly host debates and talks by international figures in media and cultural research and the promotional media industries.

From the start of their degree, students are challenged to marry their theoretical learning, practical skills and external interests in the production of creative pieces. Key to the educational philosophy underpinning this programme is a belief that excellence in theoretical and practical areas of teaching and learning complement and enhance one another. On the practice side, Goldsmiths students are tutored by highly experienced practitioners and are able to take advantage of the myriad connections that flow from being located in one of the world's great media centres: London. Students are given frequent opportunities to visit media organisations and to hear from industry speakers (eg in the Media Forum, a series of panel discussions and talks). Supporting the development of outstanding critical and creative skills is at the heart of this degree.

Our curriculum also reflects a concern to develop content which takes account of our students' lived experience. Accordingly we have endeavoured to create a department which is intellectually and culturally decolonised and where inclusivity and engagement are guiding principles.

Programme entry requirements

A-level: BBB

BTEC: DDM

IB: 33 Points, HL655

Access: 60 credits overall with 30 distinctions and distinctions/merits in related subject.

IELTS (or equivalent) 6.0, with a 6.0 in writing and no element lower than 5.5

Programme learning outcomes

A typical candidate, who completes 120 credits (normally after one year of study, in situations in which a student cannot complete the BA) to complete the Certificate of Higher Education in Promotional Media: PR, Advertising and Branding will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate foundational knowledge of the different conceptual approaches to analysing and evaluating promotional media texts and practices in the wider media landscape.	Introduction to Promotional Media: Histories, Contexts, Theories; Introduction to Marketing; Media Arts; Culture and Cultural Studies
A2	Apply insights from media theory to promotional media and promotional industries.	Introduction to Promotional Media: Histories, Contexts, Theories; Introduction to Marketing; Culture and Cultural Studies
A3	Articulate appropriate understanding of the formation of different media forms and meanings and an ability to understand how they are used in promotional media.	Writing for the Media; Web Design
A4	Contrast the promotional industries with other social institutions, both public and private.	Introduction to Promotional Media: History, Contexts, Theory
A5	Plan, construct and maintain a website related to promotional activity.	Web Design

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate basic conceptual research and conceptual skills in the planning, structuring and production of a promotional media campaign.	Writing for the Media; Web Design
B2	Analyse different media artefacts and reflect on how these are deployed in promotional media production.	Writing for the Media; Introduction to Promotional Media
B3	Identify key features of promotional media production, including the conventions associated with different promotional industries.	Writing for the Media; Web Design; Introduction to Promotional Media: History, Contexts, Theory
B4	Analyse the connotative potential of images and/or sounds or the written word in order to deconstruct meaning in a wide variety of contexts.	Writing for the Media; Web Design; Introduction to Promotional Media, Culture and Cultural Studies
B5	Deploy a self-reflexive approach to the constructive evaluation of your academic development and practical work.	Writing for the Media; Web Design
B6	Evaluate a range of views and engage with major thinkers, debates and intellectual paradigms within the field.	Media Arts; Culture and Cultural Studies

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Initiate, research and plan a basic media campaign/project.	Writing for the Media; Web Design
C2	Articulate arguments from different schools of thought within media theory and apply these insights to issues related to the promotional industries.	Introduction to Promotional Media
C3	Illustrate some conceptual and technical skills in the development and realisation of distinctive promotional media campaigns and content, demonstrating the potential of a medium to engage an audience.	Web Design; Writing for the Media
C4	Demonstrate the ability to express ideas and evidence clearly in written form, and in accordance with academic standards and guidelines.	Writing for the Media; Introduction to Promotional Media: History, Contexts, Theory
C5	Analyse a range of media and promotional texts	Web Design; Writing for the Media; Culture and Cultural Studies; Introduction to Promotional Media
C6	Undertake a series of basic research tasks and study skills, including retrieval, selection and management of information from a variety of electronic and non-electronic sources.	Web Design; Writing for the Media; Culture and Cultural Studies; Introduction to Promotional Media

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Use basic methodological skills in your research of issues and debates from a range of sources.	Introduction to Promotional Media: Histories, Contexts, Theories; Introduction to Marketing; Media Arts; Culture and Cultural Studies; Writing for the Media; Web Design
D2	Demonstrate effective time management skills, including planning and organising your own work.	Introduction to Promotional Media: Histories, Contexts, Theories; Introduction to Marketing; Media Arts; Culture and Cultural Studies; Writing for the Media; Web Design
D3	Demonstrate a range of communication skills in the formulation, structuring and presentation of coherent arguments.	Introduction to Promotional Media: Histories, Contexts, Theories; Introduction to Marketing; Media Arts; Culture and Cultural Studies; Writing for the Media
D4	Utilise problem solving and editorial skills in different production contexts.	Web Design; Writing for the Media
D5	Display competent interpersonal skills in the giving and receiving of criticism.	Writing for the Media; Web Design
D6	Deploy basic skills in tracking data.	Web Design

A typical candidate, who completes 240 credits (normally after two years of study, in situations in which a student cannot complete the BA) to complete the Diploma of Higher Education in Promotional Media: PR, Advertising and Branding will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate detailed in-depth knowledge of the different conceptual approaches to analysing and evaluating promotional media texts and practices in the wider media landscape.	Understanding Advertising; The Promotional Industries: Convergence and the Digital
A2	Deploy advanced conceptual and practical knowledge of promotional media in written work.	Understanding Advertising; The Promotional Industries: Convergence and the Digital
A3	Articulate in written work a complex understanding of the formation of a wide variety of media forms and meanings and how they are used in promotional media.	Understanding Advertising; The Promotional Industries: Convergence and the Digital
A4	Deploy advanced conceptual and practical knowledge of promotional media techniques and practices required for	The Promotional Industries: Convergence and the Digital

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate sound conceptual research and conceptual skills in the planning, structuring and production of promotional media campaigns.	Visual Storytelling; Creative Collaborations
B2	Analyse a wide variety of media artefacts and skills in relation to how these are deployed in promotional media production.	Visual Storytelling; The Promotional Industries: Convergence and the Digital
B3	Demonstrate enhanced ability to identify key features of promotional media production, including the conventions associated with different promotional industries, the critical issues relevant to that production, and an ability to reflect critically on practice, including your own.	Visual Storytelling; The Promotional Industries: Convergence and the Digital

Code	Learning outcome	Taught by the following module(s)
B4	Demonstrate an ongoing self-reflexive approach to the constructive evaluation of your academic development and practical work.	Visual Storytelling; The Promotional Industries: Convergence and the Digital

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Initiate, research and plan a complex media campaign/project.	Creative Collaborations
C2	Articulate and employ complex arguments from different schools of thought within media theory and apply these insights to issues related to the promotional industries.	The Promotional Industries: Convergence and the Digital
C3	Plan and produce a promotional video and demonstrate skills in relation to photography and visual storytelling.	Visual Storytelling; Creative Collaborations
C4	Demonstrate the ability to express ideas and evidence clearly in written form, and in accordance with academic standards and guidelines.	The Promotional Industries: Convergence and the Digital; Creative Collaborations
C5	Coordinate group projects, delegate responsibilities and undertake and reflect on a specific production role.	Creative Collaborations; Visual Storytelling
C6	Undertake a series of complex research tasks and study skills, including retrieval, selection and management of information from a variety of electronic and non-electronic sources.	Creative Collaborations

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Use a wide range of methodological skills in your research of issues and debates from diverse sources.	The Promotional Industries: Convergence and the Digital
D2	Demonstrate mature and effective time management skills, including planning and organising your own work.	Visual Storytelling; Creative Collaborations
D3	Demonstrate a wide range of communication skills in the formulation, structuring and presentation of coherent and persuasive arguments.	Visual Storytelling; Creative Collaborations
D4	Collaborate productively with others in critical thinking and in the creative process.	Creative Collaborations; Visual Storytelling
D5	Utilise sound problem solving and editorial skills in often complex and sometimes unpredictable production contexts.	Creative Collaborations; Visual Storytelling
D6	Display mature interpersonal skills in the giving and receiving of criticism.	Creative Collaborations; Visual Storytelling

At the end of the three year programme, a typical candidate who completes the BA Promotional Media: PR, Advertising and Branding will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate detailed in-depth knowledge of the different conceptual approaches to analysing and evaluating media texts and practices in the wider media landscape.	Final Project
A2	Reveal high level of understanding of the role of data in the promotional industries and an ability to identify and utilise electronic data sources and to retrieve data.	Visualising and Analysing Data; Final Project
A3	Apply insights from a variety of media and cultural theory to a complex promotional media project.	Final project
A4	Utilise advanced knowledge of relevant methodological techniques to plan, prepare and produce a promotional media campaign aimed at specific audiences.	Final project

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate advanced conceptual and research skills in the planning, structuring and production of a promotional media campaign.	Final Project
B2	Identify and contextualise key features of promotional media production, including the conventions associated with different promotional industries, the critical issues relevant to that production, and an ability to reflect critically on practice, including your own.	Final project
B3	Demonstrate advanced levels of self-reflexivity in relation to the constructive evaluation of your academic development and practical work.	Final project

Code	Learning outcome	Taught by the following module(s)
B4	Deploy high-level skills in data analysis and retrieval.	Visualising and Analysing Data; Final Project
B5	Evaluate a comprehensive range of critical perspectives and engage with major thinkers, debates and intellectual paradigms within the field.	Level 6 option modules

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Initiate, research and plan a professionalised media campaign/project.	Final project
C2	Articulate and employ complex arguments from advanced schools of thought within media theory and apply these insights to a major promotional media project.	Final project
C3	Demonstrate meaningful insight into the working environment and roles within an organisation.	Work Placement; Final Project
C4	Critically evaluate and apply data and experiences which have been acquired during the placement to inform and enhance your knowledge, offer alternative approaches and propose novel solutions to a specific academic issue.	Work Placement; Final Project; Visualising and Analysing Data
C5	Demonstrate the ability to express ideas and evidence in written form includes identifying the sources of your knowledge and attributing ideas accurately to these sources, synthesising information and developing reasoned arguments to produce detailed, coherent and mature work.	Final Project

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Draw on a comprehensive suite of methodological skills to initiate and generate original research.	Final Project
D2	Display the ability to make independent judgements about the basis of different opinions, evidence and claims and to apply knowledge in different contexts.	Final Project
D4	Display the confidence and competence to work independently, flexibly, responsibly and to deadline in the preparation, management and production of promotional media materials.	Final Project; Visualising and Analysing Data
D5	Utilise advanced problem solving and editorial skills in often complex and sometimes unpredictable production contexts.	Final Project
D6	Apply previously gained theory-derived knowledge to a practical project in a work or industry context.	Work Placement; Final Project
D7	Display advanced interpersonal skills in the giving and receiving of criticism.	Visualising and Analysing Data; Final Project

Grading Criteria

Theory assignments

Mark	Descriptor	Specific Marking Criteria
80-100%	1st: First (Exceptional)	Awarded when a candidate satisfies the requirements for a distinction but to an exceptionally accomplished level. Candidates show outstanding and highly advanced application and understanding of theoretical or methodological ideas, as well as an original, critical and sophisticated approach, and great clarity of argument, expression and organisation.
70-79%	1st: First (Excellent)	It will demonstrate overall the very effective application of appropriate knowledge, understandings and skills specified in the module learning outcomes. It will show a broad understanding of the subject and answer the question fully by taking in a number of appropriate aspects. Well-structured and clearly argued. Appropriate evidence used to make an argument and work demonstrates that concepts/theories have been assimilated and can be used in dealing with own material and experience.
60-69%	2.1: Upper Second (Very good)	The assessment will demonstrate overall the effective application of appropriate knowledge, understanding and skills specified in the module learning outcomes. It will show good evidence of extensive reading and awareness of different perspectives. Clearly structured with reading and evidential material directed towards answering the question. Using your own examples to develop your own arguments is often the difference between this category and the one below.
50-59%	2.2: Lower Second (Good)	The assessment will demonstrate an overall satisfactory application of knowledge, understanding and skills specified in the module learning outcomes. It will show a good understanding of the topic and the principal reading recommended. It may be descriptive or too generalized in parts, lacking analysis or argument or may try to make an argument without providing sufficient appropriate evidence to back it up. It may not focus on the question sufficiently to demonstrate a higher level of achievement of the appropriate module outcomes.
40-49%	3rd: Third (Pass)	The assessment will demonstrate that the majority of the appropriate module learning outcomes are achieved to a satisfactory level. However, the essay will either provide too much description, or use a limited range of material, or may assert a position without sufficient supporting evidence to demonstrate a higher level of outcome. The work is not sufficiently organised around answering the question to

		achieve a higher mark.
25-39%	Fail	The majority of the appropriate module learning outcomes are not achieved. A very limited knowledge of subject matter, poor organisation and planning and badly written. Fails to address the question and includes material without showing its relevance.
10-24%	Bad fail	A mark in this range represents a significant overall failure of the work to achieve the appropriate standard. It shows no evidence of attention to technical competence, structure or achieving primary goals. It is deemed a valid attempt and not necessarily required to be re-sat.
1-9%	Very bad fail	A mark in this range represents a significant overall failure to achieve the appropriate learning outcomes. Written work shows no evidence of an attempt to address the question. It shall not be deemed a valid attempt and not necessarily required to be re-sat.
0%	Non submission or plagiarised	This is a categorical mark for work representing either failure to submit an assessment, or a mark assigned for a plagiarised assessment.

Practice assignments

Mark	Descriptor	Specific Marking Criteria
80-100%	1st: First (Exceptional)	Represents the overall achievement of the appropriate learning outcomes to an exceptionally accomplished level. Work of outstanding overall quality. It will demonstrate an extremely effective application of knowledge, understanding and skills specified in the module learning outcomes. It will consist of a markedly original and/ or ambitious project/ portfolio, which has very successfully achieved its goals with a very high level of technical competence in relation to the experience of the student. It will be informed both by the strength of its original idea(s) and an appropriate and highly successful structure. It will have been very well researched/ planned.
70-79%	1st: First (Excellent)	Represents the overall achievement of the appropriate learning outcomes to an excellent level. Work of excellent overall quality. It will demonstrate an excellent application of knowledge, understanding and skills specified in the module learning outcomes. It will consist of an original and ambitious project/portfolio, which has achieved its goals with a high level of technical competence in relation to the experience of the student. It will be informed both by the strength of its original idea(s) and an appropriate and distinctive structure. It will have been very well researched/ planned.
60-69%	2.1: Upper	Represents the overall achievement of the appropriate

	Second (Very good)	learning outcomes to a very good level. Work that overall achieves a high standard. It will demonstrate the effective/very effective application of knowledge, understandings and skills specified in the module learning outcomes. The work will have achieved its goals and will demonstrate a high degree of originality and ambition with a very good level of technical competence in relation to the experience of the student. It will be based on an original idea and will be well structured. It will show significant evidence of effective research/ planning.
50-59%	2.2: Lower Second (Good)	Represents the overall achievement of the appropriate learning outcomes to a good level. Work of an overall satisfactory standard. It will demonstrate an effective application of knowledge, understanding and skills specified in the module learning outcomes although the approach may be somewhat basic. It will show some originality and ambition and the achievement of its primary goal(s). Technically it will be of satisfactory quality with a successful overall structure and the application of effective research/ planning.
40-49%	3rd: Third (Pass)	Represents the overall achievement of the appropriate learning outcomes to a threshold level. Work of an overall satisfactory standard although little originality and/ or ambition is demonstrated. Technically it will be competent in quality with a reasonably successful overall structure and the achievement of its primary goals. It will be based on a degree of research/ planning and exhibit some critical awareness of the medium.
25-39%	Fail	Represents an overall failure to achieve the majority of the appropriate learning outcomes. Work of poor quality exhibiting little originality or ambition and weakness in content, structure and technical standard. Little evidence of original research or of a critical awareness of the medium.
10-24%	Bad fail	Represents an overall failure to achieve the appropriate learning outcomes. Work of very poor quality exhibiting little or no originality or ambition and extreme weakness in content, structure and technical standard. Little or no evidence of original research or of a critical awareness of the medium.
1-9%	Very bad fail	Represents a failure to achieve any of the learning outcomes; an extremely weak attempt that may be incomplete, and/or shows no recognition of the question or how to respond to it.
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

Mode of study

On campus

Programme structure

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Introduction to Promotional Media: Histories, Contexts, Theories	MC51063B	15	4	Compulsory	1
Introduction to Marketing	IM51014A	15	4	Compulsory	1
Writing for the Media	MC51064A	30	4	Compulsory	1
Media Arts	MC51019A	15	4	Compulsory	2
Culture and Cultural Studies	MC51005B	15	4	Compulsory	2
Web Design	MC51065A	30	4	Compulsory	2

Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
The Promotional Industries: Convergence and the Digital	MC52067A	15	5	Compulsory	1
Visual Storytelling	MC52068A	30	5	Compulsory	1
Understanding Advertising	MC52066A	15	5	Compulsory	2
Creative Collaborations	MC52069A	30	5	Compulsory	2
Modules to the value of 30 credits from an annually approved list from the Department of Media, Communications and Cultural Studies. This includes the Goldsmiths Elective and the Goldsmiths Social Change module.	Various	30	5	Optional	1-2

Academic year of study 3

Module Name	Module Code	Credits	Level	Module Type	Term
Visualising and Analysing Data	MC53075A	15	6	Compulsory	1
Work Placement (Media)	MC53063B	15	6	Compulsory	1
Promotional Media Final Project	MC53076A	30	6	Compulsory	2
Modules to the value of 60 credits from an annually approved list from the Department of Media, Communications and Cultural Studies	Various	60	6	Optional	1-2

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

The Department's Work Placements and Internships Manager works closely with the Goldsmiths' Careers Service to organise events and support students to find placements for the Work Placement module. The Work Placement module is a compulsory module for BA Promotional Media students. Students taking the module complete a ten-day work placement during the Summer term/holiday of their second year, then submit an essay (60%) and a presentation (40%) for assessment during the Autumn term of their third year. Teaching on the module has been expanded to include workshops on CV Writing, Portfolios, Personal Brand, LinkedIn and Speculative Applications. All students taking the module also have an appointment with a CV Checker through the Career Service. Placements providers for Summer 2022 included SWNS, TBI Media, Academy Films,

Publicis, The River Group, Rogue Films, TwoFour, Dazed/Nowness. a number of local charities such as 999 Club, Healthwatch Greenwich, Bold Vision and thinktank Common Vision. It is also possible to do a longer paid internship which would also count towards this module. You can also ask for 1-on-1 help contacting specific companies. If students do not secure a work placement within the allotted time (before the start of their third year in September) they get the opportunity to select an alternative module.

The Department offers a wide programme of industry-focused events for students from masterclasses to Media Forums and these types of events are kept track of and promoted as part of the 'Industry Insights' scheme. The Work Placements and Internships Manager also works closely with the Career Service to promote their core employability offer to students and signpost all the resources available.

Employability and potential career opportunities

Approximately 60% of graduates in Media, Communications and Cultural Studies were working in media related fields with 8% involved in further study. A large majority appear to be successful in finding work in their preferred fields with over 70% in our survey employed in media production, Public Relations, marketing and management and 15% in other fields. However, due to the use of short-term contracts across the media industries it is still extremely difficult to be conclusive about long term media employment success. The programme should be realistically viewed as the starting point, of what can often be, a long and demanding journey to become established in the promotional media industries. However, you will leave the programme with a very clear idea of your own strengths and weaknesses as a practitioner that is clearly fundamental to your decision making about your future.

In the course of the degree you will discover more about the potential jobs that are available in the promotional industries, as well as completing modules that you give you practical skills to enter into certain industries. This includes Web Design, data analysis, Writing for the Media, Visual Storytelling and developing promotional campaigns. These can be included as part of your employability portfolio.

Our programme allows students opportunities to apply their knowledge and skills in real-world contexts. For example, Level 4 students on the BA Promotional Media use a real industry brief to create their own integrated PR campaign from conception to execution across a range of media platforms over two terms. This not only helps them develop a range of digital skills, but it starts to build the portfolio that will assist them when applying for the programme's compulsory work placement between Levels 5 and 6, and later to augment their CVs. It also provides a dry run for the Creative Collaborations module where they will development a promotional campaign and work with external partners.

Programme-specific requirements

Not applicable

Tuition fee costs

Information on tuition fee costs is available at: <https://www.gold.ac.uk/students/fee-support/>

Specific programme costs

Not applicable