

Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

Current published course related information		
Course title	Public Relations and Media	
Award level	BA - Single/combined honours	
How do you want to study?		
Start Date	Sept 2020	
Modes of study	Full-time Part-time	
Duration	3 years full-time 6 years part-time	
UCAS code	PP23	
Location	Canterbury	
Partner institution	Public Relations Consultants Association (PRCA)	
Available with a Foundation Year	N/A	
Overview		
	<p>Learn how to identify a target audience, prepare effective messages and select the right media channels as you develop your talent for communications.</p> <p>Explore the world of social media and learn how to use your creative and digital skills to influence audiences on behalf of your clients.</p> <p>You'll be taught by expert tutors, industry professionals and guest speakers as well as benefitting from our 'learning-by-doing' approach.</p> <p>Our degree is fully accredited by the Chartered Institute of Public Relations and benefits from Partner University status with the Public Relations Consultants Association (PRCA).</p>	
Why study Public Relations and Media?		
	<p>If you are planning a professional career in the fields of public relations, media or marketing then look no further. On this professionally-accredited course you'll get to grips with all three areas, studying theories and practices that will develop</p>	

	<p>your practical, creative and technical skills, so you become a work-ready graduate.</p> <p>You'll have plenty of opportunities to develop your creative flair and showcase your communication talents through business simulation exercises and live briefs. This experience will help prepare you for a work placement where you'll spend at least 20 days within a related PR or media role. Previous students have worked for London Fashion Week, Marks and Spencer, Holiday Extras, as well as other specialist design and PR companies located in Kent and across the world.</p> <p>This course has been designed with input from industry experts to ensure the content is relevant, up-to-date and that it equips you with a blend of professional communication and marketing skills that employers are looking for.</p> <p>Awards Josh Spoelstra competed nationally and won a place to attend the Maggie Nally Memorial Lecture (through his membership with the CIPR) to attend a guest lecture at the Houses of Parliament in 2015.</p>	<p>You'll have plenty of opportunities to develop your creative flair and showcase your communication talents through business simulation exercises and live briefs. This experience will help prepare you a work-related learning activity within a related PR or media role. Previous students have worked for London Fashion Week, Marks and Spencer, Holiday Extras, as well as other specialist design and PR companies located in Kent and across the world.</p>
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Entry requirements	A typical offer would be 88-112 UCAS Tariff points.	
All about the course		
	<p>By studying a mix of core and optional modules, you'll gain a solid understanding and wide knowledge of PR, media and all the related subjects.</p> <p>Using case studies, academic research and hands-on learning, you'll develop your research skills and apply knowledge in different settings.</p> <p>You'll learn how to identify a target audience for a PR campaign, prepare effective messages and select appropriate media channels to achieve organisational goals. These fundamental aspects of PR are underpinned by a wider strategic context as you explore brand, crisis and reputation management.</p> <p>You'll also study print, broadcast and niche media, so that you can design effective PR campaigns that reach a range of audiences.</p> <p>Throughout the course, you'll develop your oral and written communication and team building skills and will use a wide range of computer software packages to produce creative communications materials. You'll also develop an appreciation of the role that marketing plays within an organisation to help it grow and survive.</p>	
Module information Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject.		
Core year 1		
	<p>Introduction to Public Relations Core module - (20 Credits)</p> <p>This module aims to help you become more independent, reflective and self-managed by introducing you to key communications concepts and higher education skills, particularly written communication. You'll explore the strategic role of media and</p>	

	communications in supporting organisational success.	
	<p>Professional Practices Core module - (20 Credits)</p> <p>This module focuses on developing you for employability within the media and communications industries. You'll explore basic communications theories and models to help you develop your writing and presentation skills, so you're able to deliver messages confidently in an appropriate, professional way in different media. From communications such as emails, to proposals, assignment planning and writing, pitches and presentation skills, you will learn to achieve successful and persuasive communication, arguing a case and defining audiences.</p>	
	<p>Design Practice Core module - (20 Credits)</p> <p>In this module, you'll have practical opportunities to explore aesthetics and design in relation to digital media products. You'll learn about the range of software applications suitable for the design and production of simple design, web authoring and digital imaging. You will gain knowledge of the basic principles of layout and typography and of hierarchies of information using both image and text in web formats.</p>	Media Production 1
	<p>Media Meanings and Messages Core module - (20 Credits)</p> <p>The aim of this module is to introduce you to a range of analytical tools that will help you to decode the meaning of media texts – their appearance, sound, structure and context. You will look at the way in which texts are constructed in order to generate meaning and in order to persuade an audience of a particular interpretation.</p>	
Optional year 1		
	N/A	
Core year 2		
	<p>PR: Campaign and Planning Core module - (20 Credits)</p>	

	<p>In this module, you'll explore public relations and its ethical relationship to power and persuasion. Through case studies and working to a live campaign brief, you will develop your own PR communication and campaign strategies to raise awareness of issues of sustainability and organisational responsibility. The module encourages you to critically reflect on the role of public relations communications within organisations as well as the relevance of public relations beyond its organisational functions. By building your understanding of ethical professional practice, you'll develop key skills that employers require in the PR and communications sectors.</p>	
	<p>Media Industries Core module - (20 Credits)</p> <p>In this module, you'll learn about how the media and creative industries work, their characteristics and the policies which impact on them, and the cultural and creative artefacts they produce.</p>	<p>Media and Communications Industries</p>
	<p>Publishing Practices Core module - (20 Credits)</p> <p>In this module, you'll develop your professional communication and creative practices, and deepen your understanding of forms of multimedia communication through a specific focus on writing skills. You'll extend your grasp of ethical issues, media theories and their impact on the communication process, and you will apply these through practical exercises to communicate effectively through a variety of media. Key areas of practice, which may include print and online journalism, feature and review writing, copywriting for public relations, advertising and media relations for print and online media, offer you insights into how the creative industries interact with technology.</p> <p>This module is compulsory for single honours students and optional for combined honours students.</p>	
<p>Optional year 2</p>		
	<p>Advertising and Branding</p>	

	<p>Optional module - (20 Credits)</p> <p>In this module, you'll learn how attitudes to advertising from the media industry, governments, interested laypeople and advertisers themselves, have affected advertising practices since the birth of formalised advertising agencies.</p>	
	<p>Web and App Design Optional module - (20 Credits)</p> <p>In this module, you'll consider the ways in which digital media, computers, the web, mobile phones and digital cameras play an important role in our social and economic practices. You will explore the methods, codes and conventions and uses of digital media technologies in order to develop your own practical digital project. You will develop a better technical knowledge of the application of a variety of appropriate formats and skills such as digital photography, media streaming, digital imaging and desktop publishing. You will also gain knowledge and practice in relation to planning, implementation and evaluation of your own digital media project.</p>	<p>Media Production 2</p>
	<p>Global Experience Optional module - (20 Credits)</p> <p>In this module, you will develop an informed understanding of other people's ways of thinking and acting on the world. You will develop knowledge, attitude and skills that will help you communicate and operate effectively and appropriately within multicultural contexts and teams. In addition, you will acquire specific, critical understanding of how similar and different the practice of your future profession may be in different national and/or cultural environments. You'll develop an intercultural set of skills enabling you to navigate across cultural similarities and differences in your future career.</p>	
<p>Core year 3</p>		
	<p>Professional Work-Based Learning Core module - (20 Credits)</p> <p>During this module, you'll gain experience to help prepare you for employment by</p>	

	<p>developing work-related skills for a wide variety of professions in the media, cultural and communication industries. You will either: undertake work experience; connect with industry professionals who will help to set project/problem-based work experience; or you'll engage in a relevant industry-based research case study (this could be work shadowing, reflective diary, portfolio, and research report). The experience you gain will help you to understand different organisational cultures, policies and processes.</p>	
	<p>Individual Research Project (20 or 40 credits) Core module - (20 - 40 Credits)</p> <p>The aims of this module are to enable you, under guidance of a tutor, to undertake an extended piece of focused research, building on work done in previous years by developing an in depth study of one aspect of the media, provided that the project is deemed viable and ethical. It also aims to provide an opportunity for you to develop your research and analytical skills in conjunction with your awareness of ethical issues in research, by combining disciplined academic study with personal interest. The module also helps you to develop your employability and professional skills and aims to prepare you for the world after your graduation.</p>	
	<p>PR Practices Core module - (20 Credits)</p> <p>This module will develop your knowledge of the link between PR planning and organisational goals, including the academic, professional and ethical perspectives required to plan, research and critically analyse a public relations campaign as part of a team. You'll develop an in-depth understanding of how contemporary PR theories, communication models and strategies, such as crisis management, relate to PR ethics and the delivery of successful PR campaigns.</p>	
Optional year 3		
	<p>Multimedia Practice Optional module - (20 Credits)</p>	<p>Media Production 3</p>

	<p>The module aims to develop your opportunities to critically integrate theoretical perspectives with practical creative digital production. You'll undertake an independent practical communication project from conception to completion in a specific area or areas of digital practice. You will also become proficient in the use of appropriate software and in editing, especially graphics, effects, formats and dissemination.</p>	
	<p>Advertising Practices Optional module - (20 Credits)</p> <p>This practical module is geared towards the production of an advertising campaign that assists a local small enterprise or charity. You'll receive clear guidance as to what is involved in an advertising campaign, and you'll work as part of a team to design and deliver an effective campaign.</p>	<p>This module is not running</p>
	<p>Social Media Practices Optional module - (20 Credits)</p> <p>In this module, you'll examine organisational and business practices of social media, and how these differ from individual uses. You will explore perspectives from various subject areas, including media and communications, public relations, sociology and business studies. You will also explore how social media industries operate and the factors that influence their practices.</p>	

How you'll learn		
Teaching	<p>Your teaching takes various forms including interactive lectures, seminars, practical workshops, tutorials or online learning via the virtual learning environment.</p> <p>Seminars and workshops in smaller groups offer you the space to discuss and question your understanding and actively participate in practical, creative or problem solving tasks.</p> <p>All courses are informed by the University's Learning and Teaching Strategy 2015-2022.</p>	
Independent study	<p>When not attending lectures, seminars, workshops or other timetabled sessions, you will continue learning through self-study. Typically, this involves reading journal articles and books, undertaking research in the library, working on projects, and preparing for assignments, workshops and seminars.</p> <p>Your module tutor will direct you towards specific readings and/or activities to complete before class. They will have office hours so you can arrange tutorials to discuss any aspects of the module.</p>	
Overall workload	<p>Each module is worth 20 credits and you must study 120 credits each year. Modules combine 50 hours of contact time (lectures and seminars) plus 150 hours of self-directed study in addition to preparation and production of assessments.</p> <p>Across your modules you will experience a range of approaches to learning, teaching and assessment to support diverse learning styles and develop a range of writing skills and personal skills such as analytical skills.</p>	<p>Each module is worth 20 credits and you must study 120 credits each year. Modules combine 40 hours of contact time both face to face and online plus 150 hours of self-directed study in addition to preparation and production of assessments.</p>
How you'll be assessed		
	<p>You will be assessed through a number of methods including essays, reports, business simulations, presentations, reflective logs, and case studies, both individually and as a group. This mixture is intended to build individual knowledge and skills in the application of theory and best practice to realistic business scenarios. The emphasis is on developing critical and creative thinkers</p>	<p>You will be assessed through a number of methods including essays, reports, , presentations, reflective logs, and case studies, both individually and as a group. This mixture is intended to build individual knowledge and skills in the application of theory and best practice to realistic business scenarios. The emphasis is on developing critical and</p>

	who can demonstrate effective teamwork, decision-making and leadership skills.	creative thinkers who can demonstrate effective teamwork, decision-making and leadership skills
Fees		
UK/EU	Full-time £9,250	
	Part-time £4,625	
Overseas	Full-time £13,000	
	Part-time N/A	
Course specific costs		
Field Trips	Any trips or visits which are part of the assessment process will not be charged Trips and visits to places of interest and which are relevant to your total learning experience which are optional will be charged	
Professional Body accreditation	Optional and is related to specific modules being studied. Trips and visits to places of interest and which are relevant to your total learning experience which are optional will be charged.	
Professional Body qualifications	Optional and fees range between approximately £100 and £250 depending on the Professional body, the subject and the level of the award.	
Professional accreditation	Chartered Institute of Public Relations	
Industry links	N/A	
Other important information		
	N/A	
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