



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Public Relations and Brand Communication

Course Code: BPRBC

2021/22

BA (Hons) Public Relations and Brand Communication (BPRBC)

Applicant Facing Course Specification for 2021/22 Undergraduate Entrants

Confirmed at 05/21

General Information

Award	Bachelor of Arts with Honours Public Relations and Brand Communication
Contained Awards	BA Public Relations and Brand Communication Diploma of Higher Education Public Relations and Brand Communication Certificate of Higher Education Public Relations and Brand Communication
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course Lengths & Standard Timescales	Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance: The format is: <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus-based, sandwich)
Part Time Study	N/A
Location(s) of Delivery	City Campus, Leeds
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning . Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk .

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to fees@leedsbeckett.ac.uk.

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director	Gerard Choo
Your Academic Advisor	Neil Whitaker (Levels 4 & 5) Dr Audra Diers-Lawson (Level 6)
Your Course Administrator	Mark Panter (PRAdmin@leedsbeckett.ac.uk)

Sandwich or Other 'In Year' Work Placement Information

Summary

Placements are recognised and valued by employers and enhance your employability and preparedness for life after graduation. If you chose to undertake a placement, our Placements Teams will work with you to identify an appropriate opportunity either in the UK or overseas. Contact Placement Team representatives at either City Site or Headingley for further information. Please note that the costs associated with work placements are not funded by the university (e.g. travel/ accommodation).

Length

48 weeks, undertaken between year 2 and year 3 (Level 5 and Level 6).

Location

None specified.

Professional Accreditation or Recognition Associated with the Course

Professional Body

Chartered Institute of Public Relations (CIPR)

Public Relations and Communications Association (PRCA)

Accreditation/ Recognition Summary

The course is recognised by the CIPR for its professional expertise and standards and students are eligible to apply for student membership of CIPR for £35 per year.

The course has PRCA accreditation and students on this programme are eligible for free student membership, along with access to all PRCA material and webinars online.

Course Overview

Aims

BA Hons Public Relations and Brand Communication aims to provide a coherent, exciting, market-relevant single honours course of study that encourages students to apply theory to practice; develop cutting-edge digital communication skills and test their knowledge in the real world. Undergraduates benefit by studying on one of the most established PR degrees in Europe and gain the expertise needed for a successful career on a course recognised by the Public Relations and Communications Association (PRCA) and the Chartered Institute of Public Relations (CIPR).

Study covers the wider role of communications, from developing and implementing social media campaigns to the impact of marketing, media relations and internal communications. As well as learning how to build and manage relationships between companies and their customers, student will be encouraged to see themselves (and act) as communications professionals from the start. Whilst stressing the importance of effective self-branding, students will adhere to professional norms and to become entrepreneurial, ethical, self-reflexive individuals working in a diverse, global environment.

Course Learning Outcomes

At the end of the course, students will be able to:

1	Demonstrate the development and application of the necessary knowledge, transferable skills, professionalism and creativity to pursue a career in public relations and related professional fields across diverse local, regional and global environments.
2	Apply knowledge, theoretical principles and adopt a reflective approach to public relations and brand communication theory, research and scholarship to explore issues from a variety of situations.
3	Synthesise and apply different elements of theory to critique relationships between public relations and brand communication and socio-cultural, political, business and economic environments.
4	Demonstrate development of personal and professional attributes, ethics, reflective learning and creativity, in order to become entrepreneurial,

	resilient, self-directive, confident, effective communication practitioners and life-long learners.
5	Formulate informed points of view, identify new perspectives and apply professional competencies in the creation of persuasive communication, campaigns and strategies in order to influence public discourse.

Teaching and Learning Activities

Summary

The course adopts the strategy of moving students from dependence through interdependence to independence in learning. Students are initially guided in the research and tasks required but as they progress through the course students are expected to take increasing responsibility for their own learning. In particular the use of peer and self-assessment underpins the development of autonomous learning and self-development. Self and peer assessment will be a component of the Professional Skills Development strand at Levels 4 and 5. Here we will utilise digital technology to record presentations and get students to evaluate their own performance and that of others through the use of closed, assessed blogs.

On their entry to university, the course induction will welcome students and introduce their peers and university staff such as the Course Administrator, Academic Advisor and Course Director. Students will be introduced to the university ICT environment as a means of communication, and encouraged to participate in School, Student Union and University welcome activities, especially those with an international and cross-cultural focus. Students will be encouraged to see themselves as members of a diverse academic community and to value the contributions of their peers, through practical workshops and assessed classroom-based presentations. Modules such as PR & Current Affairs at L4 and Persuasive Cultures at L5 will recognise cultural differences through theoretical study and group activities in the analysis of case studies interactive exercises and internet activities. A responsible attitude to business management will be fostered through the L4 modules Understanding Markets & Customers, and Managing Communication for Employee Engagement; L5 modules: Strategic Brand Communication, Global Communication Project.

At all levels students work in seminar groups on case study activities which enable them to develop critical insights into the decision-making process of large organisations and appraising their actions, including an appreciation of the ethical consequences of their actions. The learning and teaching activities include one-to-one and group activities with the tutor in the classroom, via lectures as well as utilization of a range of digital and electronic sources including the VLE, where minimum requirement of each module is to detail module guides, lecture notes and assessment criteria. Students are also expected to engage with tutors and employers via twitter, blogs and other social media platforms. PR is a discipline which is embracing social media and looking to young graduates and practitioners to advise and monitor social media platforms so active engagement in these is encouraged across all levels.

Leeds Business School also provides a modern learning environment with specialist facilities that enable us to bring learning to life, such as a dedicated Media Suite consisting of a TV and Radio Studio, Control Gallery, Newsroom and Editing Suite, as well as state of art Crisis Simulation Facilities (Hydra Suite). The Hydra Foundation Suite is a unique, high-fidelity learning environment that enables the monitoring of real-time leadership and decision-making in response to simulated, as-live critical incidents that allows students to work with subject experts in applying knowledge to practice.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable. The structures below are indicative and the order in which modules are studied may be adapted.

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Public Relations and Brand Communication (20 credits)	Y	PR and Current Affairs (20 credits)	Y
Understanding Markets & Customers (20 credits)	Y	Managing Communication for Employee Engagement (20 credits)	Y
PR & Brand Communication Toolkit (20 credits)	Y	Personal Branding and Communication Skills (20 credits)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Brand Communication (20 credits)	Y	Persuasive Communication (20 credits)	Y
PR Research: Research Design & Public Opinion (20 credits)	Y	Digital Engagement: Content, Community and Conversations (20 credits)	Y
Contemporary PR Communications (20 credits)	Y	Global Communication Project (20 credits)	Y

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Consultancy Project 1: Research & Professional Practice (20 credits)	Y	Consultancy Project 2: Pitching & Professional Practice (20 credits)	Y
Issues Management and Crisis Communication	Y	<i>[Option – choose from list below]</i> (20 credits)	N

(20 credits)			
PR Dissertation/Research Project (40 credits, year-long)			Y

Indicative option modules

Option modules are approved to run on a course in either semester unless otherwise stated. Currently the options for this course run as per the structure below and due to resource implications should be offered in such a manner. There is no academic rationale why these modules could not be offered in a different order subject to the resources being in place.

Semester 1	Semester 2
	Celebrity and Media Photojournalism Sports Journalism Arts & Entertainment Marketing Political Communication and Public Affairs Work Placement Magazine Production Public Discourse and Popular Culture Fashion Journalism Entrepreneurial Journalism Stakeholders, Sustainability & Social Responsibility Fashion Public Relations

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed by coursework predominately, with some examinations and practical assessments.

Level 5 is assessed by coursework predominately, with some practical assessments.

Level 6 is assessed by coursework predominately, with some practical assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	216 hours	216 hours	186 hours
Independent Study	984 hours	984 hours	1014 hours
Placement			

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.