

<b>1</b>	<b>Awarding Institution</b>	Queen Margaret University
<b>2</b>	<b>Teaching Institution</b>	Queen Margaret University
<b>3</b>	<b>Professional body accreditation</b>	CIPR
<b>4</b>	<b>Final Award</b>	BA (Hons) Public Relations and Media
	<b>Subsidiary exit awards</b>	Certification of Higher Education level 7



## **C Practical Skills**

On completion of the programme, students will be able to:

- C1. Plan, design, execute and evaluate practical activities using appropriate techniques and procedures, informed by and contextualised within, the relevant theoretical issues and debates
- C2. Produce creative and innovative materials suitable for a variety of audiences and in a variety of media forms
- C3.

## 14. Assessment strategies

Following the principle of constructive alignment, assessment on the programme is designed to evaluate how well students have achieved the learning outcomes of the programme. Assessment is located within individual modules, but the learning outcome of each module, clearly identified in the descriptor, is clearly aligned with particular programme learning outcomes.

The programmes use a mixture of formative and summative assessment on modules, and seek to maximise formative assessment as much as possible through a variety of assessment strategies.

The programmes' assessments include some examinations but are largely assessed through a variety of forms of coursework, including:

- " Academic Essay
- " Presentation
- " Research Report
- " Electronic Posting
- " Case Study
- " Practical or creative product (in appropriate medium)
- " Reflective report
- " Portfolio
- " Dissertation

These forms of assessment have been chosen to maximise students' high cognitive level activity. Most are the result of individual effort, but some take the form of group work.

LEVEL 4	Sem 1	I4168 Professional Communication Placement (year long) (40 credits)	Option (20 credits)	I4141 Dissertation (year long) (40 credits)
	Sem 2		Option (20 credits)	

### Level 3/4 Options

- I3171 Video Production (Year long) 20 credits
- B3103 Fashion Marketing (Sem 1) 20 credits
- I4164 International PR (Sem 1) 20 credits
- I4169 Media Events (Sem 1) 20 credits
- I4162 Photography and Visual Culture (Sem 1) 20 credits
- I4166 Screenwriting (Sem1) 20 credits
- I4136 Modernity on Screen (Sem 1) 20 credits
- I4xxx Student Initiated Module (SIM) (Sem 1 or 2) 20 credits
- I4163 Public Relations & Activism (Sem 2) 20 credits
- I4152 Film and the Family (Sem 2) 20 credits
- I4xxx Television Drama (Sem 2) 20 credits
- I4160 Critical Perspectives in Radio (Sem 2) 20 credits
- I4106 Popular Music (Sem 2) 20 credits
- I4xxx Photography Practice (Sem 2) 20 credits
- I4xxx Storytelling in Convergent Media (Sem 2) 20 credits

Mature/Access: Access to Humanities / Arts / Business or certain Digital Media courses. We welcome applications from mature students with relevant qualifications and /or experience.

Advanced Entry: Year 2 - Scottish Higher: BC at Advanced Higher in relevant subjects plus BB at Higher. A Level: BBB in relevant subjects.

Years 2 & 3 - HNC/HND Communication with Media / Advertising and Public Relations / Social Sciences.

The standard precepts of the University Admissions Regulations apply. (These can be found on the Quality website: <http://www.qmu.ac.uk/quality/gr/default.htm> )

## **17. Support for students and their learning**

This is provided at both institutional and subject area level.

The programme provides the following student support:

- Longitudinal induction

- Personal Academic Tutors

- Personal Development Portfolios

- Support material through the Hub (programme and modular) and Student handbooks

- Access to Student Learning Services, Library, Effective Learning Service and IT support

- Access to Student Services: careers and employability, counselling, financial advisor, disability service

- Representation through Student-Staff Consultative Committee and Programme Committee.

- English language support for international students