

BA Communication, Advertising & Public Relations

Module Description

JAC09115 Communication Management 2

On this module you will develop knowledge and understanding of managing and supervising groups/teams whilst working on a defined communication project. You will learn and experience how to plan, approach and sustain effective project management within a professional context. You will continue to develop individual knowledge and practical skills alongside the team work context. You will also develop knowledge and skills relative to negotiation and development of project objectives & aims (with the client and your project team), strategic communication management (working on and implementing effective planning and strategic engagement of the solutions for the client and the strategic management of your team in conjunction with your Managing Director(s)), research, professional, and scholarly/academic processes. You will develop your understanding of the pressures and issues associated with defining and working towards a set of real aims and objectives as a project team and in partnership with the client (and managing these issues as part of the management team), critically evaluating and presenting evidence based solutions/responses for the project requirements.

JAC09110 Advertising Theory and Practice

This module will introduce students to the practice of advertising and to the advertising industry. It is predicated on the idea that advertising is fundamentally a communication industry and as such reflects some of the key academic, social and practical ideas which shape communication as an important activity in society. Students will learn about the historical development of advertising, the debates which shape the industry, the structure and operation of advertising agencies, forms of advertising, and new developments in advertising practice, especially in the digital environment. Students will be encouraged not only to engage with advertisements and genres of advertising through discussion and analysis, but also to develop students' own advertisements in response to a number of creative briefs.

Various theoretical perspectives will be explored, including semiotics and the nature of signs, language and social contexts, and the influence of ideology. The structure and operation of the advertising industry will be discussed, including agency structures, media planning and buying and the advertiser-agency relationship. New developments in advertising communication, especially in the digital environment, will receive particular attention. There will be a focus on advertising as a creative practice and on the

production of actual advertising material, in response to briefs dealing with, for example, issue advertising and integrated advertising campaigns.

DES09131 Branding

Brands are an ingrained part of our every day experience – in this module you will learn about the historical development of branding within society; develop an insight into the role that branding has in our consumer culture, and the different techniques involved in creating sustainable successful brands - both from a design communication and a marketing perspective. You will engage with brand management theory and apply this in critical evaluation of brand communication and the value of effective branding to organisations. This module will encourage you to think about brand design and aesthetics and how these communicate brand values & personality, finally you will also learn about branding in a marketing context (in particular consumer behaviour, advertising and PR).

JAC08108 Corporate Communication (for selected students)

Within this module you will develop your knowledge and understanding of how, when and why an organisation communicates with its public(s). The module content will cover communication to both internal and external audiences. The fundamental distinctions between the methods & means of communication will be addressed and principles of integrated communication strategy discussed and applied. You are expected to engage with both the theory and practice of business communications and you will engage with case studies addressing best practice in planning and implementing an organisations corporate communications strategy.

JAC09105 Online Communication

We are living in an era of digitised global networks – this module will provide you with a theoretical overview and will illustrate through practical examples to what extent the digital revolution is first altering individuals and secondly society through different forms of online communication. By completing this module you will be able to qualify and critically evaluate these changes to both individuals, organisations and industries. This will be achieved by looking at a variety of examples. The wealth and power of the networked economy as a global phenomena will be evaluated by looking at the creative industries – in particular advertising & PR.

This module will build upon previous modules by drawing upon your knowledge of communication theory and media studies but the added twist with this module will be

your ability to track these transformations both theoretically and through the critical evaluation of digital texts. Key to this module will be in explaining how creative industries have been altered. So we will examine the impact of digital communication & platforms on Advertising & Public Relations as well as the bearing on media relations and digital media/journalism. By the end you will be able to apply knowledge, accurately assess and examine the validity of the claims made by proponents of the 'digital revolution' and the influence on professional communication.

JAC09108 Public Relations Theory and Practice

This module will build on prior learning and knowledge relevant to Strategic Communication. This module will develop your understanding of the nature and role of public relations in a rapidly changing communication environment. Public Relations will be discussed here as a strategic management discipline within a market and consumer orientated context. It may be said to play a crucial role in society by facilitating dialogue between organisations and their stakeholders, this has become more prevalent in light of Web 2.0 and developments within the Social Media environment.

Attention will be given to recent developments in theory and practice. These include the potential of customer/consumer-focused relationships as a strategic tool, and PR 2.0 – a combination of social media tools enabling communication professionals to make direct contact with key audiences and opinion formers on a 24/7 basis. The nature of the long-standing tensions between journalism and public relations (and their inter-dependency) will be deconstructed. Within this module you will be introduced to the different specialisms of public relations including issues management, public affairs and reputation management. You will learn about the theory and practice of managing public relations in the public and private sectors, and in not-for-profit organisations.

DES09116 Visual Communication 1

This module allows students to conceptualise and design visual communication solution for a design brief using creative and practical knowledge & skills across a range of communication genres and media. Students will examine, analyse and evaluate visual and material culture in historic and contemporary contexts and the role of the designer in the conception and development of visual communication as well as how graphic design can be used to implement strategic change in behaviour and cultures. Students will develop an awareness and understanding of graphic & advertising design principles, visual culture and strategy for communication purposes from which students will work practically to create contextually relevant solutions. Students will develop their ability to

apply design software in answering a visual communication brief. This will develop the students understanding and appreciation of the relationship between market research & audience profiling and effective creative solutions to the advertising/marketing challenges for the brief. The student will ultimately be able to apply market & audience research to creative planning and visual communication strategy in answering the design brief.