Programme Specification

University of
CUMBRIA

BA (HONS) CREATIVE ADVERTISING

Institute of Arts

UCAS Code:	W289
Awarding Body:	University of Cumbria
Delivery Site:	Brampton Road Campus, Carlisle
Programme Length:	Standard registration period (full time) - 3 years Maximum registration period - 7 years
Mode of Delivery:	Face to Face

Pattern of Delivery:	Full time	
	Total weeks of study:	24 weeks
	Delivery pattern:	2 x 12 week semesters
	Standard semester dates:	Yes

Placement:	Not applicable
PSRB:	Not applicable
Programme Webpage:	https://www.cumbria.ac.uk/study/courses/undergraduate/creative-advertising/

Entry Criteria
The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For APL, please refer to the University website. Detailed criteria for admission to this programme can be found on the programme webpage.

PROGRAMME AIMS AND OUTCOMES

Programme Aims

By the end of this programme learners will be able to:

1. Develop creative independent judgement, initiative, innovation, flexibility, ambition and a responsible awareness of the social, cultural and ethical contributions of your work
2. Understand the creative process of advertising and how to effectively create advertisements that will engage consumers in a socially responsible way
3. Understand the role of research and strategy in creating successful campaigns that are ethical and consider global implications
4. Develop an understanding of the principles of effective advertising, such as target audience, message and media selection, while considering global and ethical implications
5. Measure the success of an advertising campaign and identify trends in the advertising industry, anticipating future trends in a socially responsible way
6. Interpret and communicate ideas, problems, and arguments in a range of media and communication contexts, using the English language, while considering global and ethical implications
7. Use contemporary techniques and current and emerging advertising and digital marketing tools in a socially responsible way
8. Critically evaluate and apply research methodology relevant to the field of creative advertising, while considering global and ethical implications.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

K1. Your understanding of the creative process and imagination in the conception, development, production, and presentation of advertising artefacts

K2. Knowledge of visual communication theory – message, tone of voice, artefact

K3. Knowledge of the historical contexts that have influenced the development of Advertising

After 240 credits of study (DipHE) you will be able to demonstrate:

K4. Knowledge of the ethical, legal and moral contexts and frameworks that apply to creative advertising projects/campaigns.

K5. A critical appreciation of the roles of client, audience and advertising professional

K6. Knowledge of the social, political and technological contexts that have influenced the development of advertising professional

K7. Knowledge of uses a variety of media, including print, television, radio, the internet and mobile phones with advertising practice

K8. Knowledge of the principles, behaviour and dynamics of working in a team

After 300 credits of study (BA) you will be able to demonstrate:

K9. Your understanding of the principles and practice of problem identification and project management

K10. Knowledge of a variety of sources for research and the conventions and formats for presentation of academic research

K11. Knowledge of a range of methods and technical skills to present your creative work to the client and others involved in the development and production process

After 360 credits of study (BA Hons) you will be able to demonstrate:

K12. Expertise to independently tackle advertising campaigns and projects with originality, creativity, and professionalism

K13. Proficiency to independently and critically evaluate skills in the resolution of creative work

K14. The knowledge of critical interpersonal skills and the analytical and contextual reflective abilities required for professional team members to function effectively.

Programme Outcomes − Skills and other Attributes

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

S1. Your ability to respond appropriately to an advertising brief by visualising a range of ideas and making informed value judgements about their effectiveness

S2. Your ability to develop your ideas though a process of open-minded experimentation and critical evaluation

S3. Personal organisation, time management skills and taking responsibility for your own learning

S4. Your ability to research a given topic and to present your findings in written, verbal and visual formats

After 240 credits of study (DipHE) you will be able to demonstrate:

S5. Your ability to respond creatively and systematically to a wide range of advertising problems using your individual visual voice to create original creative work

S6. Effective communication skills required to collaborate with team members in design and production using verbal, visual and written methods

S7. Effective presentation skills required to deliver information engagingly and clearly using verbal, visual and written methods tailored to the audience's needs

S8. Independent visual research skills

After 300 credits of study (BA) you will be able to demonstrate:

S9. Critical skills for advertising campaign management including the understanding of production processes and their influence on decision-making

S10. Your independent research skills and the ability to formulate an advertising campaign

S11. Your fluency in a range of industry-standard design software packages

S12. The critical skillset required to apply technologies in advertising campaigns through social media, television and the radio

S13. Confidence in evaluating and reflecting on your own practice

After 360 credits of study (BA Hons) you will be able to demonstrate:

S14. Your ability to think systematically and strategically and to reflect critically and analytically on your own work

S15. Your ability to work independently in formulating and resolving campaign briefs

S16. Your ability to experiment with and challenge the conventions of form, function and communication

S17. Your ability to apply subject-specific, cognitive and transferable skills and problem-solving strategies to a range of situations

PROGRAMME FEATURES

Programme Overview

The University of Cumbria's Creative Advertising programme will offer you the opportunity to study a range of topics, from the creative application of advertising and marketing communications to the development of practical approaches to advertising, brand development and promotion. You will be able to develop your understanding of the role advertising plays in society and learn how to apply research and evaluation in your advertising campaigns.

You will gain the skills to develop advertising campaigns that can be used to promote a product or service, generate awareness for a cause, or attract customers to a business. The advertising programme is also designed to help you to develop your skills as a critical thinker and be able to apply research and evaluation in your advertising campaigns using processes and resources including digital media, social media, television, radio and print. To facilitate this, you will have access to a wide range of resources, including 3D workshops, digital and analogue photography, and broadcast-level TV facilities. The University of Cumbria's creative advertising programme is ideal for anyone who wants to develop the skills and knowledge required to work in the creative world of advertising.

Our institutional membership, Design and Art Direction Association (D&AD) allows us to gauge our work with other Universities in the UK and beyond. There are direct benefits of our membership for you too, like reduced entry fees into D&AD's student awards competition, 'New Blood'; or the opportunity, at the end of the programme, to exhibit alongside your colleagues at the 'New Blood' graduate show in London.

You will also have the opportunity to enter prestigious international competitions which include, the Young Creative Network (YCN), The Drum Chip Shop Awards, and AdVenture.

Overall, the programme aims to provide opportunities for you to develop the skills, knowledge, and above all confidence, to make appropriate and relevant choices regarding your future career development.

At Level 4, you will gain an understanding of the principles of design and visual communication and be able to apply the elements of design to create effective visual communication solutions. You will also learn the language of advertising, how to use it to create persuasive campaigns, and the use of digital tools. Additionally, you will be introduced to presenting skills, a range of technologies, and the attributes necessary for work in the creative economy.

Level 5 will see you explore the wider aspects of the advertising industry, such as its legal and ethical considerations with a global, sustainable, and ethical focus. You will assess campaigns, understand the role of the agency, and research in the creative process. You will also have the

chance to develop your own portfolio of work, considering your own interests. Furthermore, you will have the opportunity to further develop and practice your skills in preparation for your final year.

By Level 6, you will be able to demonstrate your skills in advertising, branding, digital, and social media, as well as the latest trends, such as artificial intelligence, virtual reality, and augmented reality. You will be assessed on a portfolio of work that shows your ability to create, develop, and present creative advertising campaigns, as well as your comprehension of communication theory. Furthermore, you will reflect on your creative journey and display the skills and knowledge you have gained. Upon completion of Level 6, you will be equipped with the skills and knowledge to pursue a career in advertising and related industries, as well as the confidence to take on independent projects or further study with a global, sustainable, and ethical focus.

Learning and Teaching

Teaching

At Level 4 you typically have around 14 hours Face to Face contact hours per week, typically consisting of:

- 10 hours of lectures
- 2 hours of seminars
- 2 hour(s) of personal tutoring

At Levels 5 and 6, the typical 10 hours Face to Face contact hours per week, will typically consist of:

- 8 hours of lectures
- 2 hours of seminars
- 2 hour(s) of personal tutoring

A wide range of learning, teaching and assessment methods are used in order to develop work related skills:

- Lectures: involve the use of media as support and taking notes, asking questions, and contributing to group discussions
- Tutorials: provide individually tailored feedback in one-to-one or small group settings. Advanced feedback for more involved and technical aspects will be provided as the programme progresses
- Seminars, Presentations and Discussions: require research and background reading to explore issues in greater depth with both tutor and student-led formats.
- Crits: centrally involve a small group of students and up to two members of staff to discuss the effectiveness of a project and its presentation
- Practical Workshop Sessions: provide opportunity to develop specialist technical skills and knowledge with tutor-led studio workshop demonstrations

- Problem Based Learning: involves thorough research, synthesising information and developing and presenting a range of appropriate visual responses
- Group Work: important for sharing ideas and developing a cohesive team, as well as developing problem-solving skills
- Projects: vehicle to develop design knowledge and expertise, evaluations of which form the professional portfolio of work at the end of the programme
- Portfolio: presentation of body of visual design work presented in a designer's portfolio case
- Written Work: central to degree programme, with emphasis on clarity of style and argument as well as presentation
- Self-Directed Study: extension of formal aspects of the programme, requiring application for lasting and valuable progress
- E-Learning and Blackboard: access to project briefs, timetables, lecture notes, and module assessments and feedback
- Work Integrated Learning (WIL): combines academic study with practical, on-the-job experience, bridging the gap between academic theory and professional practice. • Networking: Developing strong professional networks is essential for success in the creative advertising industry. Participating in industry events, joining professional organisations and leveraging social media can help you develop relationships and expand your network of contacts to enhance your employability
- Digital Literacy: A strong understanding of digital media and technologies is essential for success in the advertising industry. You must be able to use a variety of digital tools and platforms to create effective campaigns.

Independent Learning

When not attending scheduled learning activities you will be expected to continue learning independently through self-study. This will typically involve time inside the design studio, library, AV and photographic resource and collaborating with peers. You should expect to spend around 38 hours a week involved in self-guided learning activities.

You will also be encouraged to participate in extracurricular activities such as field trips, workshops and guest lectures. These activities will help to broaden your knowledge and understanding of the subject and provide you with the opportunity to network with industry professionals. Self-study activities may include:

- Researching and exploring advertising concepts and techniques
- Practicing key skills and techniques
- Developing and refining advertising projects and campaigns
- Working on assignments and projects

- Creating and refining portfolios
- Participating in online forums and discussion groups
- Reading campaign-related books and articles
- Attending advertising and marketing related events and conferences
- Networking with other industry professionals
- Exploring new technologies and software

Teaching Staff

The teaching staff have experience in a range of areas, including digital marketing, copywriting, social media strategy, campaign planning, and creative problem-solving. Individuals with first-hand experience inside leading design agencies, commercial video production houses, and roles that include brand and client management with international agencies. They also have experience in teaching, research, and industry-based projects. This allows the teaching staff to provide you with a comprehensive understanding of the advertising industry, as well as the skills they need to become successful in it.

The teaching staff also bring a range of academic qualifications, including a variety of degrees in design, communications, and media.

Assessment

Assessment

Assignments will be typically project and portfolio focused reflecting the nature of the discipline. This approach encourages creativity, hard work, and dedication. You will be expected to respond with creative ideas and solutions to help clients' briefs reach their marketing goals. You will need to be able to think outside the box and come up with creative solutions to complex problems. You will demonstrate your ability to work well with others, as you will often be collaborating with other creative peers. This will help emulate the fast-paced, demanding job, but it will also highlight the rewarding experience of when you see your work come to life.

This approach is set for both individual and team-focused tasks, typical scenarios within assignments in a BA (Hons) Creative Advertising are:

1. Create a campaign for a new product launch
2. Develop an advertising campaign for a charity or non-profit organisation
3. Design a print ad for a new product or service
4. Develop a social media strategy for a brand
5. Create a TV commercial for a new product
6. Develop an online advertising campaign for a company

7. Create a radio commercial for a new product

8. Design a billboard ad for a new product or service

9. Develop a guerrilla marketing campaign for a brand

10. Create a viral video for a company.

The variety of activities above will allow you to develop and refine key skills and knowledge related to creative advertising, such as critical awareness and adaptability. Through the exploration and development of different scenarios, you will be able to gradually advance your abilities, while some activities will be tailored to specific levels, certain scenarios will be repeated to give you the opportunity to hone your skills and increase your proficiency. This will allow you to become more adept at recognising and employing key practices and activities across all creative advertising projects.

Feedback

The range of learning teaching and assessment methods used enables different aspects of your learning to be developed and tested. As well as testing what you know and can do at the end of a module (summative assessment) you will receive regular advice and guidance while your work is in progress (formative feedback) through one-to-one, peer-to-peer and group tutorials where you will have the opportunity to discuss and develop strategies to develop your work. This will enable you to develop and refine your work as it is being produced with the structured guidance required to achieve the best possible results.

The University of Cumbria's Learning, Teaching and Assessment Strategy sets out clear aspirations and commitments for and to you as a student. Cumbria graduates are enquiring and self-reliant, confident and capable, professionally ready, responsible individuals that are ambitious and proud. These attributes are practiced on every year of study as we support you in your studies. You will find your place in learning environments that will both support and challenge you, explore ideas in and around your discipline, enabling you to grow and develop to become adaptable and reliable agents in the field of creative advertising.

Graduate Prospects

Studying the BA (Hons) Creative Advertising programme will equip you with transferable skills that are applicable in different fields, such as communication, creativity, critical thinking, project management, and digital literacy. Apart from landing jobs, these skills are also useful in other areas like entrepreneurship, education, non-profit and social organizations, marketing and public relations, and design-related fields.

Moreover, the programme will prepare you for the possibility of post-graduate studies to further advance your career. Whether you opt for traditional Arts Masters or MBAs, this programmes will

offer you advanced knowledge and skills that are highly valued by employers, such as developing and executing advertising campaigns, marketing strategy and research and media analysis and critique. Pursuing post-graduate studies can enhance your career prospects, offer opportunities for specialisation, and prepare you for leadership roles in your chosen field.

Graduates from this programme can go on to work as:

- Advertising Creative
- Account Manager
- Creative Director
- Copywriter
- Art Director
- Social Media Content Producer

Further details can be found here:

https://www.prospects.ac.uk/job-profiles/browse-sector/marketing-advertising-and-pr

https://ipa.co.uk/talent-diversity/careers-in-advertising

MODULES

Year 1			
Code	**Title**	**Credits**	**Status**
VCOM4000	Introducing Visual Communication	40	Compulsory
UCIA4030	Cultural Contexts	20	Compulsory
UCIA4020	Collaborative Practice	20	Compulsory
ADVR4001	Introduction to Advertising	20	Compulsory
ADVR4002	Copywriting and the Language of Advertising	20	Compulsory
Students exiting at this point with 120 credits would receive a CertHE Creative Advertising			

Year 2			
Code	**Title**	**Credits**	**Status**
ADVR5001	Advertising Strategy	20	Compulsory
ADVR5002	Digital Strategies in a Connected World	20	Compulsory
ADVR5003	The Agency	20	Compulsory
ADVR5004	TV Commercial	20	Compulsory
ADVR5005	Campaign Response Project	40	Compulsory
Students exiting at this point with 240 credits would receive a DipHE Creative Advertising			

Year 3			
Code	**Title**	**Credits**	**Status**
ADVR6001	Campaign Development	40	Compulsory
ARTD6000	Independent Research Paper	20	Compulsory
Students exiting at this point with 300 credits would receive a BA Creative Advertising			
ADVR6000	Campaign Showcase	60	Compulsory
Students exiting at this point with 360 credits would receive a BA (Hons) Creative Advertising			

Key to Module Statuses	
Compulsory modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).

Timetables
Timetables are normally available in August, in advance of the academic year. Please note that while we make every effort to ensure timetables are as student-friendly as possible, scheduled learning can take place on any day of the week.

ADDITIONAL INFORMATION

Student Support

The Student Enquiry Point is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes:

- Careers and Employability
- Chaplaincy for faith and spiritual wellbeing
- Mental Health and Wellbeing
- Digital Skills
- Disability and Specific Learning Difficulty (SpLD)
- International Student Support
- Library
- Money Matters
- Safeguarding
- Skills@Cumbria
- Sports and Fitness Facilities
- University Student Accommodation

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University.

The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me.

You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs

Tuition Fees

Course fees can be found at https://www.cumbria.ac.uk/study/courses/undergraduate/creative-advertising/

The following course-related costs are included in the fees:

Books and Journals

Most core text books are available via the University's library, however, you may wish to buy copies of any texts used to support your learning during your studies. This could cost between £50 - £100 per year. Please note that books are reviewed annually and are therefore subject to change, course welcome information will provide you with an indicative list for the year.

Stationery:

You should budget for stationery and consumables for your own personal use. This should include notebooks, pens and pencils for taking notes in class and/or in the field. You should also budget for the purchase of external HD drives, as well as occasional printing and photocopying costs incurred in the preparation or submission of coursework. Whilst you will choose how much you need, expect to pay around £60 - £80 per year for these items.

Additional Costs:

Additional costs may also be applicable to cover field trips, membership fees etc. Although such features are usually 'optional' extras within the programme, this is likely to cost around £50-£60.

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

External and Internal Benchmarks

Subject Benchmark Statement Art and Design (2019): https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_22

Advertising Association: https://adassoc.org.uk

Creative Industries Council: https://www.thecreativeindustries.co.uk

Creative UK: https://www.wearecreative.uk

For widening participation

https://ipa.co.uk/initiatives/diversity

Internal reference points include:

- UoC Strategic Plan
- UoC Learning, Teaching and Assessment Strategy
- UoC Academic Regulations and Academic Procedures and Processes

Disclaimer

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:
https://www.cumbria.ac.uk/study/courses/undergraduate/creative-advertising/