

## Programme specification

*(Notes on how to complete this template are provide in Annexe 3)*

### 1. Overview/ factual information

<b>Programme/award title(s)</b>	Communication
<b>Teaching Institution</b>	Deree - The American College of Greece
<b>Awarding Institution</b>	The Open University (OU)
<b>Date of first OU validation</b>	2010
<b>Date of latest OU (re)validation</b>	2015
<b>Next revalidation</b>	2025
<b>Credit points for the award</b>	360
<b>UCAS Code</b>	
<b>JACS Code</b>	
<b>Programme start date and cycle of starts if appropriate.</b>	Continuing
<b>Underpinning QAA subject benchmark(s)</b>	Communication, media, film and cultural studies
<b>Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework against which it will be delivered.</b>	External examiner reports, OU institutional review, faculty and student feedback, employer feedback on interns
<b>Professional/statutory recognition</b>	Professional rights in Greece
<b>For apprenticeships fully or partially integrated Assessment.</b>	
<b>Mode(s) of Study (PT, FT, DL, Mix of DL &amp; Face-to-Face) Apprenticeship</b>	FT
<b>Duration of the programme for each mode of study</b>	Three years FT
<b>Dual accreditation (if applicable)</b>	NECHE
<b>Date of production/revision of this specification</b>	March 2020

**Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.**

**More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in student module guide(s) and the students handbook.**

**The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.**

## 2.1 Educational aims and objectives

### Mission

In congruence with the mission of the College, the mission of the Communication Department is to provide students with the theoretical knowledge and the skills they will need to succeed as professional practitioners or graduate students in the field.

### Educational Aims and Objectives

This is an interdisciplinary programme that aims to provide students with systematic approaches to understanding the role of the media in society. It also provides them with skills that will help them launch careers in the areas of advertising, film and television, journalism, and public relations.

The primary goals of the Communication programme are to:

- Provide students with an coherent knowledge of communication, media and cultural forms and processes by focusing on the study of the different but interrelated fields advertising, film and television, journalism and public relations.
- Develop both students' understanding of major theories and concepts relevant to the field of communication, and their ability to critically apply them in evaluating the practices of communication professionals and organizations.
- Develop students' ability to use their knowledge of communication and media practices as a basis for the examination of policy, ethical and other social issues.
- Develop students' awareness of how communication technology influences they way messages are conceived, crafted, communicated, and consumed at the local, regional, and global levels.
- Provide students with the intellectual, analytical, practical and professional skills that will enable them to successfully meet the challenges of beginning a career in a communication-related position.
- Broaden students' cultural horizons and encourage their openness to new ideas.

### Programme Learning Outcomes

#### *A. Knowledge and Understanding*

A1. Demonstrate knowledge and understanding of major theories and key concepts relevant to the field of communication

A2. Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and implications of these approaches

A3. Demonstrate knowledge and understanding of the concepts, competencies, and professional roles developed within advertising, film and television, journalism, and public relations as distinct yet interrelated areas of professional practice

A4. Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes

A5. Demonstrate knowledge and understanding of production processes and professional practices within the field of advertising, film/television, journalism, and public relations

### *B. Cognitive Skills*

B1. Analyse and understand arguments and positions related to media theory and practice

B2. Demonstrate knowledge of the ethical and regulatory frameworks that affect media and cultural production, distribution, circulation, and consumption

B3. Evaluate audience needs, interests and attitudes

B4. Systematically apply media research tools

### *C. Practical and Professional Skills*

C1. Communicate across the media using the language appropriate to engaging different audiences

C2. Produce work showing capability in operational aspects of media production

technologies, systems, techniques and professional practices

C3. Produce work which demonstrates understanding of media forms and structures, audiences and specific communication registers

C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.

*D. Key/Transferable Skills*

D1. Demonstrate a measure of knowledge in an array of different disciplines, thus becoming broadly informed citizens and professionals

D2. Have the oral, written and interpersonal communication skills to work successfully in a professional environment

D3 . Use computing and information-processing skills: Data acquisition, storage, and manipulation; Use of the Internet and the Web; Use of computer application packages

D4. Be able to carry out various forms of research for essays, projects, communication plans and creative productions

D5. Be able to identify and define complex problems in a variety of real world communication settings and apply the appropriate communication strategies and tactics to their solution

D6. Be able to exercise initiative, personal responsibility and decision making in complex contexts

## 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

This programme specification is part of a US bachelor's degree programme, awarded with a total of 121 US credits and consisting of:

- The Liberal Education curriculum (43 US credits)

<b>Core Courses</b>	
WP 1010 Introduction to Academic Writing	3
WP 1111 Academic Writing & Ethics	3
WP 1212 Integrated Academic Writing and Research	3
Mathematics (basic statistics, college algebra, OR higher)	3
SP 2300 Public speaking <b>or</b> EN 3742 Professional Communication <b>or</b> equivalent	3
CS 1070 Introduction to information systems <b>or</b> equivalent computer literacy course*	3
Any Natural Science with a lab	4
<b>Liberal Education Electives</b>	
LE designated course in Natural Sciences	3
LE designated courses in the Social and Behavioral Sciences ( <i>from more than one discipline</i> ):	9
One OU-validated L4 course in the social sciences	
Two additional courses in the social or behavioral sciences	
LE designated courses in Humanities ( <i>from more than one discipline</i> )	6
LE designated course in Fine and Performing Arts	3
<b>TOTAL</b>	43 US credits

- Communication Concentration (36 US credits)
- Communication Electives (36 US credits)
- Free Electives (6 US credits)

**US DEGREE TOTAL: 121 US credits**

## 2.3 For Foundation Degrees, please list where the 60 credit work-related learning takes

place. For apprenticeships an articulation of how the work based learning and academic content are organised with the award.

#### 2.4 List of all exit awards

Certificate of Higher Education in Communication (all eight Level 4 modules)  
Diploma of Higher Education in Communication (all eight Level 4 and all eight Level 5 modules, including the three required Level 5 modules)  
Ordinary (non-Honours) degree in Communication (all eight Level 4 and all eight Level 5 modules, including the three required Level 5 modules; and CN 4532 Communication Research Methods and any other three Level 6 modules).





### 3. Programme structure and learning outcomes

<b>Programme Structure - LEVEL 4</b>					
<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
CN 2202 Writing for Media	15			Yes	Fall/Spring
CN 2203 Intro to Public Relations	15			Yes	Fall/Spring
CN 2227 Intro to Film and Television Studies	15			Yes	Fall/Spring
CN 2301 Foundations of Contemporary Media	15			Yes	Fall/Spring
CN 2005 Intro to Digital Video	15			Yes	Fall/Spring
CN 2310 Intro to Advertising	15			Yes	Fall/Spring
CS 1070 Intro to Information Systems	15			Yes	Fall/Spring
		Social Science Module	15	Yes	Fall/Spring

Intended learning outcomes at Level 4 are listed below:

<b><u>Learning Outcomes – LEVEL 4</u></b>	
<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>Upon completion of the Communication programme, students will be able to :</p> <p><b>A1. Demonstrate knowledge and understanding of major theories and key concepts relevant to the field of communication.</b></p> <p><b>A2. Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical</b></p>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. Students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. At Level 4 the theoretical modules have a short research essay assessment and exam. The emphasis in both is encouraging students develop their knowledge of the subject area and their research and essay writing skills. In the applied modules the emphasis is on developing student’s basic media writing and technological skills.</p> <p><b>A1., A2., A3.</b></p> <p><u>Where it is taught:</u> The Communication programme introduces students to the media and</p>

**Learning Outcomes – LEVEL 4**

**3A. Knowledge and understanding**

**and contemporary contexts, and of the uses and implications of these approaches.**

**A3. Demonstrate knowledge and understanding of the concepts, competencies, and professional roles developed within advertising, film and television, journalism, and public relations as distinct yet interrelated areas of professional practice**

communication industries in their diversity, developing their knowledge of relevant theories and concepts as they progress through the programme. Students take CN 2301 Foundations of Contemporary Media, where they acquire a broad knowledge and understanding of key communication concepts and theories; an understanding of the historical development of communication technologies and their use in different social contexts; and an understanding of key issues related to the impact and uses of media. At the same time, they take modules which explore, analyse, and apply communication theories and concepts as they relate to the fields of Advertising, Film/Television, Journalism and Public Relations. These are: CN 2227 Introduction to Film and Television Studies, CN 2203 Introduction to Public Relations, and CN 2410 Introduction to Advertising.

CN 2301 Foundations of Contemporary Media: Overview of the mass media industry. History of the mass media and their impact on society and the individual. Development of communication technology. Role of mass media in shaping public opinion. (Assessment method: research paper 40%; final examination 60%)

CN 2227 Introduction to Film and Television Studies: The study of film and television as areas of research within the world of media and communication. An examination of their histories, interaction, and modes of creation and production. (Assessment method: research paper 40%; final exam 60%)

CN 2203 Introduction to Public Relations: Introduction to public relations through the exploration of the evolution of key concepts, theories and practices relevant to the field. Understanding public relations strategies and practices.

**Learning Outcomes – LEVEL 4**

**3A. Knowledge and understanding**

(Assessment method: research paper 40%; final exam 60%)

CN 2310 Introduction to Advertising: Introduction to advertising and its key concepts, principles and theories, including the variety of ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered and professional perspective. (Assessment method: research paper 40%; portfolio 10%; final exam 50%)

**A3.**

Where it is taught:

Students take CN 2202 Introduction to Media Writing: develop skills essential to engaging and serving the communication needs of low commitment audiences. The skills include appropriate use of words and language structures; and how to conduct interviews.

CN 2202 Writing for the Media: Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques. (Assessment method: midterm exam 20%; portfolio 10%; feature story 70%)

**A3. Demonstrate knowledge and understanding of the concepts, competencies, and professional roles developed within advertising, film and television, journalism, and public relations as distinct yet interrelated areas of professional practice**

**Learning Outcomes – LEVEL 4**

**3A. Knowledge and understanding**

**A4. Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes**

**A4.**

Where it is taught:

CN 2301 Foundations of Contemporary Media, where they encounter basic communication theories and debates that focus on the nature of the relationship of discourses and frames in the media to cultural and social attitudes. They also take CN 2227 Introduction to Film and Television Studies and CN 2410 Introduction to Advertising, which examine the role of popular media in reflecting and shaping culture and social attitudes

CN 2301 Foundations of Contemporary Media:

Overview of the mass media industry. History of the mass media and their impact on society and the individual. Development of communication technology. Role of mass media in shaping public opinion. (Assessment method: research paper 40%; final examination 60%)

CN 2227 Introduction to Film and Television Studies:

An introduction to the study of film and television as areas of research within the world of media and communication. An examination of their histories, interaction, and modes of creation and production. (Assessment method: research paper 40%; final exam 60%)

CN 2310 Introduction to Advertising:

<b><u>Learning Outcomes – LEVEL 4</u></b>	
<b>3A. Knowledge and understanding</b>	
	Introduction to advertand its key concepts, principles and theories, including the variety of ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered and professional perspective. (Assessment method: research paper 40%; portfolio 10%; final exam 50%)
<b>3B. Cognitive skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
Upon completion of the programme, students will be able to:	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 4 modules students are assessed through</p>

<b>3B. Cognitive skills</b>	
<b>B1. Analyse and understand arguments and positions related to media theory and practice</b>	<p>some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. While the theoretical components of Level 4 modules emphasize the development of students’ knowledge and understanding of an area, students also begin absorbing theories relevant to the different areas, and in their essays and exams reflect critically on the material that they cover in their essays, often, for example comparing and contrasting different theories or ways of understanding the media and audiences. Finally, In Writing for the Media, students learn when crafting messages to consider audience needs and interests</p> <p><b>B1.</b></p> <p><u>Where it is taught:</u></p> <p>Students learn relevant theories and how to use them to understand and assess media practices in the modules CN 2301 Foundations of Contemporary Media, CN 2203 Introduction to Public Relations, CN 2227 Introduction to Film and Television Studies, and CN 2310 Introduction to Advertising.</p> <p>CN 2301 Foundations of Contemporary Media: Overview of the mass media industry. History of the mass media and their impact on society and the individual. Development of communication technology. Role of mass media in shaping public opinion. (Assessment method: research paper 40%; final examination 60%)</p> <p>CN 2227 Introduction to Film and Television Studies: An introduction to the study of film and television as areas of research within the world of media and communication. An examination of their histories, interaction, and modes of creation and production. (Assessment method:</p>

<b>3B. Cognitive skills</b>	
<b>B3. Evaluate audience needs, interests and attitudes</b>	<p>research paper 40%; final exam 60%)</p> <p>CN 2203 Introduction to Public Relations: Introduction to public relations through the exploration of the evolution of key concepts, theories and practices relevant to the field. Understanding public relations strategies and practices. (Assessment method: research paper 40%; final exam 60%)</p> <p>CN 2310 Introduction to Advertising: Introduction to advertising and its key concepts, principles and theories, including the variety of ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered and professional perspective. (Assessment method: research paper 40%; portfolio 10%; final exam 50%)</p> <p><b>B3.</b></p> <p><u>Where it is taught:</u> Students learn to be aware of audience interest and needs when preparing media materials in CN 2202 Writing for the Media, where they write a feature story and other media materials that require them to engage and inform distracted and low commitment audiences.</p> <p>CN 2202 Writing for the Media: Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques. (Assessment method: midterm exam 20%; portfolio 10%; feature story 70%)</p>



3B. Cognitive skills	
3C. Practical and professional skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>Upon completion of the programme, students will be able to:</p>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 4 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work</p>

<b>3C. Practical and professional skills</b>	
<p><b>C1. Communicate across the media using the language appropriate to engaging different audiences</b></p>	<p>that comprises 10% of the final mark in a module. In the applied Level 4 modules students, emphasis is placed on the student projects. Through their projects they display their ability to written and audiovisual messages for different media audiences.</p> <p><b>C1.</b></p> <p><u>Where it is taught:</u> Students take CN 2202 Writing for the Media, where they learn assess audience needs (viz., whether audiences are looking for information, insight and interpretation, or entertainment) before crafting messages.</p> <p>CN 2202 Writing for the Media: Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques.(Assessment method: midterm exam 20%; portfolio 10%; feature story 70%)</p>
<p><b>C2. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices</b></p>	<p><b>C2.</b></p> <p><u>Where it is taught:</u> Students take CN 2005 Introduction to Video Production, where they develop their production storytelling techniques</p> <p>CN 2005 Introducton to Video Production: Students learn how to synthesize words, images and sound to create and produce stories for the digital landscape that address different audiences. The</p>

<b>3C. Practical and professional skills</b>	
<p><b>C3. Produce work which demonstrates understanding of media forms and structures, audiences and specific communication registers</b></p> <p><b>C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.</b></p>	<p>emphasis is on writing, producing and other creative skills appropriate for digital platforms. (Assessment method: assignments in preparation for video work 40%; portfolio of video work 60%)</p> <p><b>C3., C4</b></p> <p><u>Where it is taught:</u> Students take CN 2005 Introduction to Video Production and CN 2202 Introduction to Media Writing, where they learn to craft texts for specific audiences</p> <p>CN 2005 Introduction to Video Production: Students learn how to synthesize words, images and sound to create and produce stories for the digital landscape that address different audiences. The emphasis is on writing, producing and other creative skills appropriate for digital platforms. (Assessment method: assignments in preparation for video work 40%; portfolio of video work 60%)</p> <p>CN 2202 Writing for the Media: Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques. (Assessment method: midterm exam 20%; portfolio 10%; feature story 70%)</p>

<b>3C. Practical and professional skills</b>	
<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>Upon completion of the Communication programme, students will be able to :</p>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 4 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. Level 4 modules develop a number of transferable skills in students. Through the social science option they come into contact with another discipline. Other modules develop their communication skills through project work or their general writing skills, giving them the tools they will need to</p>

### 3D. Key/transferable skills

**D1. Demonstrate a measure of knowledge in an array of different disciplines, thus becoming broadly informed citizens and professionals**

communicate in a variety of professional environments.

**D1.**

Where it is taught:

The US system of higher education places significant emphasis upon liberal arts through a general education core that is part of the curricula of all the academic programmes. In this context, the academic system at Deree-ACG exposes students to a broad spectrum of disciplines outside their own. The Liberal Education core builds a broad foundation of knowledge, exposes students to diverse ways of thinking about the world, and develops their capacity for critical thinking, thus enhancing both social awareness and employability of graduates.

In the UK system, bachelor's degree programmes are generally three years long, and, overall, the modules place a greater focus on material in the degree area. There is also a greater expectation in the UK system of explicit demonstration of sequential development of knowledge and skills over the three years of a programme. Cognizant of these differences and sensitive to the need to fulfill the expectations of the Open University vis-à-vis programme outcomes, we have not – with the exception of the requirement that students take one module of a social science and a computer science module (both Level 4), and of the option of taking the Philosophy Department's Ethics (Level 5) module rather than the Communication Media Ethics (Level 5) module – not included modules from the college's Liberal Education list of modules outside the Communication Department in the group of modules designated for Open the University programme validation.

Accordingly, all Communication students take one Level 4 module of their choice from the social sciences (AN 1000 Introduction to Anthropology, AN 1003 Cultural Anthropology, EC 1000 Principles of Microeconomics, EC 1101 Principles of Macroeconomics, PO 1000 Political Organization, PO 1001

<b>3D. Key/transferable skills</b>	
<p><b>D2. Have the oral, written and interpersonal communication skills to work successfully in a professional environment</b></p>	<p>Political Behavior, PS 1000 Psychology as a Natural Science, PS 1001 Psychology as a Social Science, SO 1000 Introduction to Sociology, or SO 1001 Sociology of Modern Life). Exposure to the methods used to understand and interpret social phenomena enriches young people’s ability to reflect critically on society. It also broadens their interests and fosters an intellectual engagement with the wider world to which communication professionals must relate. Communication students will also take CS 1070 Introduction to Information Systems, where they learn computing basics. The syllabi for all the non-Communication social science option and for CS 1070 are attached.</p> <p><b>D2.</b></p> <p><u>Where it is taught:</u>            Students take CN 2202 Writing for the Media and CN 2310 Introduction to Advertising, where they learn to use language appropriately in writing for media audiences or in a professional context.</p> <p>CN 2202 Writing for the Media:            Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques.(Assessment method: midterm exam 20%; portfolio 10%; feature story 70%)</p> <p>CN 2310 Introduction to Advertising: Introduction to advertising and its key concepts, principles and theories, including the variety of ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered and professional perspective. (Assessment method: research paper 40%; portfolio 10%; final exam 50%)</p>

### 3D. Key/transferable skills

**D3. Use computing and information-processing skills: Data acquisition, storage, and manipulation; Use of the Internet and the Web; Use of computer application packages**

**D3.**

Where it is taught:

Students develop their ability to use information and other digital technologies in the Level 4 modules CN 2005 Introduction to Video Production and CS 1070 Introduction to Information Systems. The skills they learn are important to the applied work they do at higher Levels

CN 2005 Introduction to Video Production:

Introduction to the principles of shooting and editing moving images. Hands-on-course that equips students with video-making and visual storytelling skills. (Assessment method: portfolio of video work 50%; short video project 50%)

CS 1070 Introduction to Information Systems: Principles of information systems. Social and ethical issues in using information. Present and future trends in information technology. Manage and communicate information. Collaborate and share digital content. Current information technologies are used to solve typical problems. (Assessment method: implementation of data analysis and presentation graphics 30%; portfolio of assignments 10%; final examination 60%)

**D4.**

Where it is taught:

Level 4 modules all require students to produce research essays or projects,

**D4. Be able to carry out various forms of research for essays, projects, communication plans and creative productions**

### 3D. Key/transferable skills

which demonstrate that they have acquired skills important to their progression to higher Levels. In CN 2005 Introduction to Video Production students produce videos and in CN 2002 they learn to produce written media texts and conduct field research for stories. In the introductory modules CN 2203, CN 2227, and CN 2310, and CN 2301 they write research essays in the areas of public relations, film and television, mass communication, and advertising, respectively.

**CN 2005 Introduction to Video Production:**  
Introduction to the principles of shooting and editing moving images. Hands-on-course that equips students with video-making and visual storytelling skills. (Assessment method: portfolio of video work 50%; short video project 50%)

**CN 2202 Writing for the Media:**  
Understanding media user needs and interest levels as a determining factor in how media messages are crafted. Examination and application of basic media writing techniques. (Assessment method: midterm exam 20%; portfolio 10%; feature story 70%)

**CN 2227 Introduction to Film and Television Studies:**  
An introduction to the study of film and television as areas of research within the world of media and communication. An examination of their histories, interaction, and modes of creation and production. (Assessment method: research paper 40%; final exam 60%)

**CN 2203 Introduction to Public Relations:**  
Introduction to public relations through the exploration of the evolution of key concepts, theories and practices relevant to the field. Understanding public relations strategies and practices. (Assessment method: research paper 40%; final exam 60%)



**3D. Key/transferable skills**

	<p>CN 2310 Introduction to Advertising: Introduction to advertising and its key concepts, principles and theories, including the variety of ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered and professional perspective. (Assessment method: research paper 40%; portfolio 10%; final exam 50%)</p> <p>CN 2301 Foundations of Contemporary Media: Overview of the mass media industry. History of the mass media and their impact on society and the individual. Development of communication technology. Role of mass media in shaping public opinion. (Assessment method: research paper 40%; final examination 60%)</p>
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**[Please insert here title(s) of exit award(s) at Level 4, if applicable]**

**Programme Structure - LEVEL 5**

<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
CN 3408 Issues in Context	15			Yes	Fall/Spring
CN 3412 Media Ethics (or PH 3010 Ethics)	15			Yes	Fall/Spring
CN 3521 Communication Theories	15			Yes	Fall/Spring
		<b>ADVERTISING MODULES</b>			
		CN 3409 Advertising Copywriting and Evaluation	15	Yes	Fall/Spring
		CN 3434 Advertising Strategy and Client Services	15	Yes	Spring Fall/Spring
		CN 3642 Digital Campaigns	15	Yes	Fall/Spring
		CN 3160 Digital Storytelling	15	Yes	Fall/Spring
		<b>AUDIO AND VISUAL COMMUNICATION</b>			
		CN3425 Film Analysis	15	Yes	Fall
		CN 3160 Digital Storytelling	15	Yes	Fall/Spring
		CN 3316 Broadcast Journalism and PR	15	Yes	Fall
		CN 3160 Digital Storytelling	15	Yes	Fall/Spring
		<b>JOURNALISM MODULES</b>			
		CN 3311 Fundamentals of Journalism	15	Yes	Fall/Spring
		CN 3316 Broadcast Journalism and PR	15	Yes	Fall
		ITC 3016 Designing for the Web	15	Yes	Fall/Spring
		CN/MU 3164 Sound Design	15	Yes	Fall/Spring
		<b>PUBLIC RELATIONS MODULES</b>			
		CN 3428 PR Techniques	15	Yes	Fall/Spring
		CN 3316 Broadcast Journalism and PR	15	Yes	Fall

<b>Programme Structure - LEVEL 5</b>					
<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
		CN 3523 PR and Special Events Planning CN 3160 Digital Storytelling	15 15	Yes Yes	Fall Fall/Spring

Intended learning outcomes at Level 5 are listed below:

<b>Learning Outcomes – LEVEL 5</b>	
<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
Upon completion of the Communication programme, students will be able to	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to</p>

<b><u>Learning Outcomes – LEVEL 5</u></b>	
<b>3A. Knowledge and understanding</b>	
<p><b>A1. Demonstrate knowledge and understanding of major theories and key concepts relevant to the field of communication</b></p>	<p>display knowledge and a greater ability to synthesize ideas than they are expected to show at level 4. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 5 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. Many of the Level 5 modules that students take is area-specific, and allow students to apply and sharpen the communication and technical skills they acquired at Level 4 in the areas of advertising, journalism, audiovisual production and public relations. At Level 5 students also take three modules that require them to deepen their knowledge of theories relevant to media, communication, and ethics. They write papers and produce exam essays that display their ability to synthesize and critique ideas, and place ideas and media practices in historical context.</p> <p><b>A1.</b></p> <p>Students take CN 3409 Advertising Copywriting and Evaluation and CN 3642 Digital Campaigns, where they learn concepts relevant to the field of advertising and their application in practice.</p> <p>CN 3409 Advertising Copywriting and Evaluation:            Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter’s point of view.</p>

<b><u>Learning Outcomes – LEVEL 5</u></b>	
<b>3A. Knowledge and understanding</b>	
<p><b>A1. Demonstrate knowledge and understanding of major theories and key concepts relevant to the field of communication</b></p> <p><b>A2. Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and implications of these approaches</b></p>	<p>(Assessment method: case study 40%; presentation in class 10%; online portfolio project 50%)</p> <p>CN 3642 Digital Campaigns: The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%; oral presentation 10%; campaign project 60%)</p> <p><b>A1., A2.</b></p> <p><u>Where it is taught:</u></p> <p>Students take several Level 5 modules where they explore a variety of theories and concepts relevant to the study and practice of texts and the field of communication, which help us to understand media and culture in various historical contexts., and which prepare them for work at Level 6: CN 3408 Issues in Context, CN 3412 Media Ethics (or CN 3010 Ethics), CN 3521 Communication Theories, and CN 3425 Film Analysis.</p> <p>CN 3408 Issues in Context: Historical observation, social theory, and examination of media texts as tools for understanding social change. The retreat of tradition and its impact on institutions, individuals and relationships at different levels of society.</p>

<b><u>Learning Outcomes – LEVEL 5</u></b>	
<b>3A. Knowledge and understanding</b>	
<p><b>A3. Demonstrate knowledge and understanding of the concepts, competencies, and professional roles developed within advertising, film and television, journalism, and public relations as distinct yet interrelated areas of professional practice</b></p>	<p>(Assessment method: research paper 40%; final examination 60%)</p> <p>CN 3412 Media Ethics: Philosophical and practical approaches to understanding ethical dilemmas in the media. Analysis of the competing professional, private, employment and social frameworks established in the course. Comparison of ethical standards and practices in different areas in the field of communication. (Assessment method: essay 40%; oral presentation 10%; final examination 50%)</p> <p>CN 3421 Communication Theories: The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)</p> <p><b>A3.</b></p> <p><u>Where it is taught:</u></p> <p>CN 3316 Broadcast Journalism and PR, CN 3428 PR Techniques, CN 3434 Advertising Strategy and Client Services, CN 3325 PR and Special Events Planning, CN 3409 Advertising Copywriting and Evaluation, and CN 3642 Digital Campaigns allow students to develop their skills in crafting messages for different types of media while developing an awareness of how the different media can share textual styles and platforms. In CN 3164 Sound Design and CN 3016 Designing for the Web, students create a variety of content types while learning technical skills. And in CN 3421 Communication Theories students</p>

**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

learn to analyze and contextualize messages from the various media.

**CN 3316 Broadcast Journalism and Public Relations:**

The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)

**CN 3323 PR and Special Events Planning:**

Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts. Competencies required to perform the complex tasks associated with research, design, planning, production, promotion and evaluation of events. (Assessment method: midterm exam 20%; individual project 80%)

**CN 3409 Advertising Copywriting and Evaluation:**

Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)

**CN 3421 Communication Theories:**

## Learning Outcomes – LEVEL 5

### **3A. Knowledge and understanding**

The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)

CN 3428 PR Techniques:  
Public Relations communication techniques used to reach organizational goals through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations. (Assessment method: midterm examination 30%; presentation 10%; project 60%)

CN 3434 Advertising Strategy and Client Services:  
Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)

CN 3642 Digital Campaigns:  
The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%; oral presentation 10%; campaign project 60%)

ITC 3015 Designing for the Web:  
A brief history of the web; web standards, browser standards; choosing a



**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

domain name; hosting management tools; web publishing; web design and development tools; website architecture; using image editing software to design web layouts; HTML, CSS, search engine optimization; social media integration; interface design standards; user interaction experience (Assessment method: midterm examination 30%; project 70%)

**MU 3164 Sound Design:**

An exploration of sound design as applied to film and television (foley sound), computer games, theatre and installations in cultural spaces (museums and galleries). The course engages with the theoretical background for work in the field before combining this with extensive practical work that allows students to establish key skills and creative practical experience. (Assessment method: midterm project 30; final project 70)

**A4. Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes**

**A4.**

Where it's taught:

Students take three modules at Level 5 which give them a solid grounding in a variety of theories relevant to the field of communication: CN 3408 Issues in Context, CN 3421 Communication Theories, and CN 3425 Film Analysis.

**CN 3408 Issues in Context:**

Historical observation, social theory, and examination of media texts as tools for

**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

**A5. Demonstrate knowledge and understanding of production processes and professional practices within the field of advertising, film/television, journalism, and public relations**

understanding social change. The retreat of tradition and its impact on institutions, individuals and relationships at different levels of society. (Assessment method: research paper 40%, final examination 60%)

CN 3421 Communication Theories:  
The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)

CN 3425 Film Analysis:  
Analysis through an examination of filmic elements such as form, narrative, sound, mise-en-scene and cinematography. Survey of different aesthetic styles and genres in the history of cinema. (Assessment method: essay 50%; final examination 50%)

**A5.**

Where it's taught:

Students take a number of modules at Level 5 that develop their knowledge and understanding of the ways that communication professionals work and how they create texts: the journalism modules CN 3311 Fundamentals of Journalism and CN 3316 Broadcast Journalism for News and PR; the PR modules CN 3428 PR Techniques; CN 3323 PR and Special Events Planning; the advertising modules CN 3434 Advertising Strategy and Client Services, CN 3409 Advertising

**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

Copywriting and Evaluation, and CN 3642 Digital Campaigns; the film module CN 3425 Film Analysis; and the production-based modules CN 3160 Digital Storytelling, CN 3164 Sound Design, and ITC 3016 Designing for the Web.

CN 3311 Fundamentals of Journalism:  
Basic techniques in journalism. Finding and determining the credibility of sources, determining the newsworthiness of the stories, interviewing, maintaining accuracy, writing leads, applying the inverted pyramid, and writing on deadline. (Assessment method: portfolio of news stories 60%; final examination 40%)

CN 3316 Broadcast Journalism and Public Relations:  
The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)

CN 3428 PR Techniques:  
Public Relations communication techniques used to reach organizational goals through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations. (Assessment method: midterm examination 30%; presentation 10%; project 60%)

CN 3323 PR and Special Events Planning:  
Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts.

**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

Competencies required to perform the complex tasks associated with research, design, planning, production, promotion and evaluation of events.

**CN 3409 Advertising Copywriting and Evaluation:**  
 Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter’s point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)

**CN 3434 Advertising Strategy and Client Services:**  
 Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)

**CN 3642 Digital Campaigns:**  
 The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)

**CN 3425 Film Analysis:**

## Learning Outcomes – LEVEL 5

### **3A. Knowledge and understanding**

Analysis through an examination of filmic elements such as form, narrative, sound, mise-en-scene and cinematography. Survey of different aesthetic styles and genres in the history of cinema. (Assessment method: essay 50%; final examination 50%)

**CN 3160 Digital Storytelling:**

Development of production and storytelling techniques. Treatment of ideas. Storytelling in the digital age. (Assessment Method: assignments in preparation for video work 40%; portfolio of video work 60)

**MU 3164 Sound Design:**

An exploration of sound design as applied to film and television (foley sound), computer games, theatre and installations in cultural spaces (museums and galleries). The course engages with the theoretical background for work in the field before combining this with extensive practical work that allows students to establish key skills and creative practical experience. (Assessment method: midterm project 30; final project 70)

**ITC 3015 Designing for the Web:**

A brief history of the web; web standards, browser standards; choosing a domain name; hosting management tools; web publishing; web design and development tools; website architecture; using image editing software to design web layouts; HTML, CSS, search engine optimization; social media integration; interface design standards; user interaction experience (Assessment method: midterm examination 30%; project 70%)

**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

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**3B. Cognitive skills**

<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
Upon completion of the Communication programme, students will be able to:	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> </ul>

<b>3B. Cognitive skills</b>	
<p><b>B1. Analyse and understand arguments and positions related to media theory and practice</b></p>	<ul style="list-style-type: none"> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 5 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. Students write research essays in several Level 5 modules, ranging in length from 1,800-2,000 to 2,300-2,500 words, compared of the essays of 1,800-2,000 words at Level 4. Students at Level 5 are expected to employ more sources in their essays and display a greater ability to purposefully integrate a larger number of sources in their work. At Level 5 students take Issues in Context, Communicaton Theories, and Media Ethics, all of which provide them with depth of theoretical knowledge relevant to the communication fields, and to the understanding of media texts and audience motivations. In the applied modules at level 5 students produce area specific work crafted to appeal to specific audiences. The examinations test student ability to explain and synthesize complex theories and display a systematic understanding of audience needs and expectations.</p> <p><b>B1.</b></p> <p><u>Where it's taught:</u></p> <p>Students take the required modules CN 3408 Issues in Context, CN 3412 Media</p>

### 3B. Cognitive skills

Ethics, and CN 3421 Communication Theories that expose them to the theoretical and ethical debates that link theory to practice. They also take the film module CN 3425 Film Analysis and the advertising modules CN 3409 Advertising Copywriting and Evaluation and CN 3642 Digital Campaigns.

CN 3408 Issues in Context:  
Historical observation, social theory, and examination of media texts as tools for understanding social change. The retreat of tradition and its impact on institutions, individuals and relationships at different levels of society. (Assessment method: research paper 40%, final examination 60%)

CN 3412 Media Ethics:  
Philosophical and practical approaches to understanding ethical dilemmas in the media. Analysis of the competing professional, private, employment and social frameworks established in the course. Comparison of ethical standards and practices in different areas in the field of communication. (Assessment method: essay 40%; oral presentation 10%; final examination 50%)

CN 3421 Communication Theories:  
The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)

CN 3642 Digital Campaigns:  
The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing,



<b>3B. Cognitive skills</b>	
<p><b>B2. Demonstrate knowledge of the ethical and regulatory frameworks that affect media and cultural production, distribution, circulation, and consumption</b></p>	<p>gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)</p> <p>CN 3409 Advertising Copywriting and Evaluation: Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)</p> <p>CN 3425 Film Analysis: Analysis through an examination of filmic elements such as form, narrative, sound, mise-en-scene and cinematography. Survey of different aesthetic styles and genres in the history of cinema. (Assessment method: essay 50%; final examination 50%)</p> <p><b>B2.</b></p> <p><u>Where it is taught:</u></p> <p>All students take CN 3412 Media Ethics. They may also take CN 3428 PR Techniques and CN 3434 Advertising Copywriting and Evaluation.</p> <p>CN 3412 Media Ethics: Philosophical and practical approaches to understanding ethical dilemmas in the media. Analysis of the competing professional,</p>

<b>3B. Cognitive skills</b>	
<b>B3. Evaluate audience needs, interests and attitudes</b>	<p>private, employment and social frameworks established in the course. Comparison of ethical standards and practices in different areas in the field of communication. (Assessment method: essay 40%; oral presentation 10%; final examination 50%)</p> <p>CN 3428 PR Techniques: Public Relations communication techniques used to reach organizational goals through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations. (Assessment method: midterm examination 30%; presentation 10%; project 60%)</p> <p>CN 3434 Advertising Strategy and Client Services: Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)</p> <p><b>B3.</b></p> <p><u>Where it is taught:</u></p> <p>All students take CN 3421 Communication Theories, which provides them with the theoretical framework that underpins much of the research into audience behavior. A number of area-specific modules cover methods of evaluation audience needs that professionals must meet: CN 331 Fundamentals of Journalism, CN 3316 Broadcast Journalism and Public Relations, CN 3160 Digital Storytelling, CN 3434 Advertising Strategy and Client Services, and CN</p>

### 3B. Cognitive skills

	<p>3642 Digital Campaigns.</p> <p>CN 3421 Communication Theories: The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)</p> <p>CN 3311 Fundamentals of Journalism: Basic techniques in journalism. Finding and determining the credibility of sources, determining the newsworthiness of the stories, interviewing, maintaining accuracy, writing leads, applying the inverted pyramid, and writing on deadline. (Assessment method: portfolio of news stories 60%; final examination 40%</p> <p>CN 3316 Broadcast Journalism and Public Relations: The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%</p> <p>CN 3160 Digital Storytelling: Development of production and storytelling techniques. Treatment of ideas. Storytelling in the digital age. (Assessment Method: assignments in preparation for video work 40%; portfolio of video work 60)</p> <p>CN 3434 Advertising Strategy and Client Services:</p>
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<b>3B. Cognitive skills</b>	
<b>B4. Systematically apply media research tools</b>	<p>Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)</p> <p>CN 3642 Digital Campaigns: The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)</p> <p><b>B4.</b></p> <p><u>Where it is taught:</u> All students take CN 3408 Issues in Context and CN 3421 Communication Theories. They learn approaches film research methods in CN 3425 Film Analysis.</p> <p>CN 3408 Issues in Context: Historical observation, social theory, and examination of media texts as tools for understanding social change. The retreat of tradition and its impact on institutions, individuals and relationships at different levels of society. (Assessment method: research paper 40%, final examination 60%)</p> <p>CN 3421 Communication Theories: The basic theoretical paradigms of mass communication. Examination of the</p>

### 3B. Cognitive skills

history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)

CN 3425 Film Analysis:  
Analysis through an examination of filmic elements such as form, narrative, sound, mise-en-scene and cinematography. Survey of different aesthetic styles and genres in the history of cinema. (Assessment method: essay 50%; final examination 50%)

<b>3B. Cognitive skills</b>	
<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>Upon completion of the Communication programme, students will be able To:</p>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 5 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. There is considerable emphasis in the assessment at Level 5 on student ability to produce quality texts that display an ability to use the language and media tools in planning and creating a variety of texts appropriate to engaging specific audiences. In their Level 5 project work students are also</p>

<b>3C. Practical and professional skills</b>	
<p><b>C1. Communicate across the media using the language appropriate to engaging different audiences</b></p> <p><b>C2. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices</b></p>	<p>supposed to show a higher degree of evidence in research, field work, and planning that they did at level 4. Most of the Level 5 optional modules in the four areas have a strong focus on applied work.</p> <p><b>C1., C2.</b></p> <p>Students take CN 3311 Fundamentals of Journalism, CN 3316 Broadcast Journalism and Public Relations, CN 3428 PR Techniques, and CN 3164 Sound Design. In those modules students apply language and other communication skills to shaping messages for audiences in accordance with industry standards and audience expectations.</p> <p>CN 3311 Fundamentals of Journalism: Basic techniques in journalism. Finding and determining the credibility of sources, determining the newsworthiness of the stories, interviewing, maintaining accuracy, writing leads, applying the inverted pyramid, and writing on deadline. (Assessment method: portfolio of news stories 60%; final examination 40%)</p> <p>CN 3316 Broadcast Journalism and Public Relations: The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)</p> <p>MU 3164 Sound Design:</p>

<b>3C. Practical and professional skills</b>	
<p><b>C1. Communicate across the media using the language appropriate to engaging different audiences</b></p>	<p>An exploration of sound design as applied to film and television (foley sound), computer games, theatre and installations in cultural spaces (museums and galleries). The course engages with the theoretical background for work in the field before combining this with extensive practical work that allows students to establish key skills and creative practical experience. (Assessment method: midterm project 30; final project 70)</p> <p>CN 3160 Digital Storytelling: Development of production and storytelling techniques. Treatment of ideas. Storytelling in the digital age. (Assessment Method: assignments in preparation for video work 40%; portfolio of video work 60)</p> <p><b>C1.</b></p> <p><u>Where it is taught:</u> Students take CN 3409 Advertising Copywriting and Evaluation and CN 3642 Digital Campaigns.</p> <p>CN 3409 Advertising Copywriting and Evaluation: Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)</p>



<b>3C. Practical and professional skills</b>	
<p><b>C2. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices</b></p>	<p>CN 3642 Digital Campaigns: The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)</p> <p><b>C2.</b></p> <p><u>Where it is taught:</u> Students take CN 3434 Advertising Strategy and Client Services, CN 3164 Sound Design, and CN 3016 Designing for the Web.</p> <p>CN 3434 Advertising Strategy and Client Services: Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)</p> <p>ITC 3015 Designing for the Web: A brief history of the web; web standards, browser standards; choosing a domain name; hosting management tools; web publishing; web design and development tools; website architecture; using image editing software to design web layouts; HTML, CSS, search engine optimization; social media integration; interface design standards; user interaction experience (Assessment method: midterm examination 30%; project 70%)</p>

<b>3C. Practical and professional skills</b>	
<p><b>C3. Produce work which demonstrates understanding of media forms and structures, audiences and specific communication registers</b></p> <p><b>C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.</b></p>	<p>MU 3164 Sound Design: An exploration of sound design as applied to film and television (foley sound), computer games, theatre and installations in cultural spaces (museums and galleries). The course engages with the theoretical background for work in the field before combining this with extensive practical work that allows students to establish key skills and creative practical experience. (Assessment method: midterm project 30; final project 70)</p> <p><b>C3., C4.</b></p> <p><u>Where it is taught:</u> Students learn to create texts using language appropriate to specific media communication audiences in CN 3316 Broadcast for Journalism and Public Relations, CN 3428 PR Techniques, CN 3409 Advertising Copywriting and Evaluation, CN 3642 Digital Campaigns, and CN 3160 Digital Storytelling.</p> <p>CN 3316 Broadcast Journalism and Public Relations: The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)</p> <p>CN 3428 PR Techniques: Public Relations communication techniques used to reach organizational goals</p>

<b>3C. Practical and professional skills</b>	
<b>C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.</b>	<p>through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations. (Assessment method: midterm examination 30%; presentation 10%; project 60%)</p> <p>CN 3409 Advertising Copywriting and Evaluation: Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)</p> <p>CN 3642 Digital Campaigns: The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)</p> <p>CN 3160 Digital Storytelling: Development of production and storytelling techniques. Treatment of ideas. Storytelling in the digital age. (Assessment Method: assignments in preparation for video work 40%; portfolio of video work 60)</p> <p><b>C4.</b></p> <p><u>Where it is taught:</u> Students take CN 3434 Advertising Strategy and Client Services, CN 3164</p>

<b>3C. Practical and professional skills</b>	
	<p>Sound Design, and ITC 3016 Designing for the Web.</p> <p>CN 3434 Advertising Strategy and Client Services: Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)</p> <p>MU 3164 Sound Design: An exploration of sound design as applied to film and television (foley sound), computer games, theatre and installations in cultural spaces (museums and galleries). The course engages with the theoretical background for work in the field before combining this with extensive practical work that allows students to establish key skills and creative practical experience. (Assessment method: midterm project 30; final project 70)</p> <p>ITC 3015 Designing for the Web: A brief history of the web; web standards, browser standards; choosing a domain name; hosting management tools; web publishing; web design and development tools; website architecture; using image editing software to design web layouts; HTML, CSS, search engine optimization; social media integration; interface design standards; user interaction experience (Assessment method: midterm examination 30%; project 70%)</p>

<b>3C. Practical and professional skills</b>	
<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 5 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. The theoretical work in Issues in Context exposes students to key sociological theories that are relevant to the shaping of discourse in the media and examine media texts as artefacts that reflect the concerns and views of different groups in society. In their applied projects, students</p>

<b>3D. Key/transferable skills</b>	
<p><b>D1. Demonstrate a measure of knowledge in an array of different disciplines, thus becoming broadly informed citizens and professionals</b></p> <p><b>D2. Have the oral, written and interpersonal communication skills to work successfully in a professional environment</b></p> <p><b>D3 . Use computing and information-processing skills: Data acquisition, storage, and manipulation; Use of the Internet and the Web; Use of computer application packages</b></p>	<p>display practical skills and communication techniques that that will be useful them in many communication situations and workplaces beyond the communication industry.</p> <p><b>D1.</b> <u>Where it is taught:</u></p> <p>Students take CN 3408 Issues in Context, which provides them with a grounding in social theories relevant to the field of communication.</p> <p>CN 3408 Issues in Context: Historical observation, social theory, and examination of media texts as tools for understanding social change. The retreat of tradition and its impact on institutions, individuals and relationships at different levels of society. (Assessment method: research paper 40%, final examination 60%)</p> <p><b>D2., D3.</b> <u>Where it is taught:</u></p> <p>Students take several modules that develop their ability to use a variety of technical skills in communicating appropriately in different situations: CN 3316 Broadcast Journalism and Public Relations, CN 3428 PR Techniques, CN 3164 Sound Design, 3160 Digital Storytelling, and ITC 3016 Designing for the Web.</p> <p>CN 3316 Broadcast Journalism and Public Relations: The differences between print and broadcast radio and television in terms of</p>

### 3D. Key/transferable skills

audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)

#### CN 3428 PR Techniques:

Public Relations communication techniques used to reach organizational goals through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations. (Assessment method: midterm examination 30%; presentation 10%; project 60%)

#### ITC 3015 Designing for the Web:

A brief history of the web; web standards, browser standards; choosing a domain name; hosting management tools; web publishing; web design and development tools; website architecture; using image editing software to design web layouts; HTML, CSS, search engine optimization; social media integration; interface design standards; user interaction experience (Assessment method: midterm examination 30%; project 70%)

#### MU 3164 Sound Design:

An exploration of sound design as applied to film and television (foley sound), computer games, theatre and installations in cultural spaces (museums and galleries). The course engages with the theoretical background for work in the field before combining this with extensive practical work that allows students to establish key skills and creative practical experience. (Assessment method: midterm project 30; final project 70)

<b>3D. Key/transferable skills</b>	
<p><b>D2. Have the oral, written and interpersonal communication skills to work successfully in a professional environment</b></p>	<p>CN 3160 Digital Storytelling: Development of production and storytelling techniques. Treatment of ideas. Storytelling in the digital age. (Assessment Method: assignments in preparation for video work 40%; portfolio of video work 60)</p> <p><b>D2.</b></p> <p><u>Where it is taught:</u></p> <p>Students develop a variety of industry-relevant communication skills in CN 3311 Fundamentals of Journalism, CN 3434 Advertising Strategy and Client Services, and CN 3409 Advertising Copywriting and Evaluation.</p> <p>CN 3311 Fundamentals of Journalism: Basic techniques in journalism. Finding and determining the credibility of sources, determining the newsworthiness of the stories, interviewing, maintaining accuracy, writing leads, applying the inverted pyramid, and writing on deadline. (Assessment method: portfolio of news stories 60%; final examination 40%)</p> <p>CN 3434 Advertising Strategy and Client Services: Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)</p> <p>CN 3409 Advertising Copywriting and Evaluation: Critically reading advertisements in context. Creatively writing advertising copy</p>



<b>3D. Key/transferable skills</b>	
<p><b>D4. Be able to carry out various forms of research for essays, projects, communication plans and creative productions</b></p>	<p>for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)</p> <p><b>D4.</b></p> <p><u>Where it is taught:</u></p> <p>A number of modules develop students' ability to conduct research for essays and projects: CN 3311 Fundamentals of Journalism CN 3408 Issues in Context CN 3316 Broadcast Journalism and Public Relations CN 3434 Advertising Copywriting and Evaluation, CN 3421 Communication Theories, CN 3323 PR and Special Events Planning, CN 3425 Film Analysis, CN 3642 Digital Campaigns, and CN 3160 Digital Storytelling.</p> <p>CN 3311 Fundamentals of Journalism: Basic techniques in journalism. Finding and determining the credibility of sources, determining the newsworthiness of the stories, interviewing, maintaining accuracy, writing leads, applying the inverted pyramid, and writing on deadline. (Assessment method: portfolio of news stories 60%; final examination 40%)</p> <p>CN 3316 Broadcast Journalism and Public Relations: The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews.</p>

### 3D. Key/transferable skills

Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)

**CN 3408 Issues in Context:**

Historical observation, social theory, and examination of media texts as tools for understanding social change. The retreat of tradition and its impact on institutions, individuals and relationships at different levels of society. (Assessment method: research paper 40%, final examination 60%)

**CN 3434 Advertising Strategy and Client Services:**

Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)

**CN 3421 Communication Theories:**

The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication. (Assessment method: (essay 40%; final examination 60%)

**CN 3323 PR and Special Events Planning:**

Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts. Competencies required to perform the complex tasks associated with research, design, planning, production, promotion and evaluation of events.

<b>3D. Key/transferable skills</b>	
<p><b>D5. Be able to identify and define complex problems in a variety of real world communication settings and apply the appropriate communication strategies and tactics to their solution</b></p>	<p>CN 3425 Film Analysis: Analysis through an examination of filmic elements such as form, narrative, sound, mise-en-scene and cinematography. Survey of different aesthetic styles and genres in the history of cinema. (Assessment method: essay 50%; final examination 50%)</p> <p>CN 3642 Digital Campaigns: The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)</p> <p>CN 3160 Digital Storytelling: Development of production and storytelling techniques. Treatment of ideas. Storytelling in the digital age. (Assessment Method: assignments in preparation for video work 40%; portfolio of video work 60)</p> <p><b>D5.</b></p> <p><u>Where it is taught:</u> Several Level 5 modules develop students' ability to apply what they learn to solving real-life problems they might encounter as professionals: CN 3323 PR And Special Events Planning, CN 3428 PR Techniques, CN 3642 Digital Campaigns, CN 3409 Advertising Copywriting and Evaluation, and CN 3434 Advertising Strategy and Client Services.</p>

### 3D. Key/transferable skills

CN 3323 PR and Special Events Planning:  
Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts. Competencies required to perform the complex tasks associated with research, design, planning, production, promotion and evaluation of events.

CN 3428 PR Techniques:  
Public Relations communication techniques used to reach organizational goals through various channels. Shaping messages for specific target audiences. Analysis of on-the-job situations. (Assessment method: midterm examination 30%; presentation 10%; project 60%)

CN 3642 Digital Campaigns:  
The role of online media in shaping interpersonal and organizational communication. Examination of such areas as networking, online communities, sharing and collaborative practices, user-generated content, crowd sourcing, gamification, and social entrepreneurship. Planning and execution of digital campaigns. (Assessment method: case study 30%, oral presentation 10%, campaign project 60%)

CN 3409 Advertising Copywriting and Evaluation:  
Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)

<b>3D. Key/transferable skills</b>	
<p><b>D6. Be able to exercise initiative, personal responsibility and decision making in complex contexts</b></p>	<p>CN 3434 Advertising Strategy and Client Services: Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)</p> <p><b>D6.</b></p> <p><u>Where it is taught:</u> Student initiative, responsibility and decision-making skills are cultivated in the following modules: CN 3311 Fundamentals of Journalism, CN 3316 Broadcast Journalism and Public Relations, CN 3409 Advertising Copywriting, CN 3434 Advertising Strategy and Client Services, and CN 3323 PR and Special Events Planning.</p> <p>CN 3311 Fundamentals of Journalism: Basic techniques in journalism. Finding and determining the credibility of sources, determining the newsworthiness of the stories, interviewing, maintaining accuracy, writing leads, applying the inverted pyramid, and writing on deadline. (Assessment method: portfolio of news stories 60%; final examination 40%)</p> <p>CN 3316 Broadcast Communication for News and PR: The differences between print and broadcast radio and television in terms of</p>

### 3D. Key/transferable skills

audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast. (Assessment method: midterm examination with editing or writing exercise 20%; audio field report 50%; video report 30%)

**CN 3409 Advertising Copywriting and Evaluation:**  
 Critically reading advertisements in context. Creatively writing advertising copy for the traditional and new media. Understanding the importance of creative copy in advertising. Approaching the managerial aspects of creative advertising. The elements of creativity from an advertising copywriter's point of view. (Assessment method: case study 40%, presentation in class 10%, online portfolio project 50%)

**CN 3434 Advertising Strategy and Client Services:**  
 Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines. (Assessment method: case study 30%; creative brief 40%; final exam 30%)

**CN 3323 PR and Special Events Planning:**  
 Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts. Competencies required to perform the complex tasks associated with research, design, planning, production, promotion and evaluation of events.

<b>3D. Key/transferable skills</b>	

[Please insert here title(s) of exit award(s) at Level 5, if applicable]

<b><u>Programme Structure - LEVEL 6</u></b>					
<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
CN 3642 Communication Research Methods	15		15	No	Fall/Spring
CN 4740 Communication Thesis	15		15	No	Fall/Spring
		ADVERTISING			
		CN 4800 Creativity in Advertising Campaigns	15	No	Fall/Spring
		CN 4413 Brand Building in Advertising	15	No	Fall/Spring
		CN 4566 Audience Behavior in Advertising	15	No	Spring
		CN 4545 Making the Short Film	15	No	Spring
		AUDIO AND VISUAL COMMUNICATION			
		CN 4207 Multimedia Journalism and PR	15	No	Spring
		CN 4239 Making the Short Documentary	15	No	Fall/Spring
		CN 4437 Screenwriting	15	No	Spring
		CN 4465 American Cinema	15	No	Fall
		CN 4545 Making the Short Fiction Film	15	No	Spring

<b>Programme Structure - LEVEL 6</b>				
		JOURNALISM		
		CN 4404 News Culture	15	No
		CN 4433 Investigative Journalism	15	No
		CN 4207 Multimedia Journalism and PR	15	No
		CN 4436 Global Public Relations	15	No
		PUBLIC RELATIONS		
		CN 4426 PR in non-Profit Organizations		No
		CN 4436 Global Public Relations		No
		CN 4470 Corporate Communication		No
		CN 4667 Crisis Communication		No
		OTHER OPTIONAL LEVEL 6 MODULES		
		CN 4668 Media Industries: Production, Content and Audiences		No
		CN 4338 Leadership Communication		No

**Intended learning outcomes at Level 6 are listed below:**



<b><u>Learning Outcomes – LEVEL 6</u></b>	
<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<b>A. Knowledge and understanding</b>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 6 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. Assessment methods at Level 6 comprise longer research papers, as in Communication Research Methods and Communication Thesis. Those papers require students to use more sources than at Level 5 and to integrate their sources into literature reviews. In examinations at Level 6 students must display a wide body of knowledge, and ability to critically assess and synthesize ideas, theories, and research findings. In their applied work, students at Level 6 should be able to apply the skills that they have learned in creating variety of projects in the different areas.</p>
<b>A1. Demonstrate knowledge and understanding of major theories</b>	<b>A1., A2.</b>

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

and key concepts relevant to the field of communication

**A2. Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and implications of these approaches**

Where it is taught:

Students deepen their theoretical and conceptual knowledge, and their awareness of different approaches to understanding communication, in a number of Level 6 modules: in CN 4532 Communication Research Methods, CN 4740 Communication Thesis, both required modules; and in CN 4465 American Cinema, and CN 4668 Media Industries: Production, Content, and Audiences.

CN 4532 Communication Research Methods:

Examination of key concepts of social science research as applied to communication. History and development of communication research. Exploration of the major approaches to research. Quantitative and qualitative research techniques, sampling and research ethics. (Assessment method: midterm examination 40%; research study 60%)

CN 4740 Communication Thesis:

Students work directly with a faculty supervisor to develop and complete a capstone thesis. (Assessment method: capstone thesis 100%)

CN 4668 Media Industries: Production, Content, and Audiences:

Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)

CN 4465 American Cinema:

Examination of key works of American cinematic art. In-depth study and analysis of the most significant styles, directors, and genres in the history of American cinema within their specific socio-cultural context. (Assessment method: Case

<b><u>Learning Outcomes – LEVEL 6</u></b>	
<b>3A. Knowledge and understanding</b>	
<p><b>A1. Demonstrate knowledge and understanding of major theories and key concepts relevant to the field of communication</b></p>	<p>Study 40%; Portfolio of writing assignments 10%; research paper 50%)</p> <p><b>A1.</b></p> <p><u>Where it is taught:</u>            Students also apply theories and concepts in the advertising modules CN 4413 Brand Building in Advertising, CN 4800 Creativity in Advertising Campaigns, CN 4566 Audience Behavior in Advertising, and in the PR modules CN 4470 Corporate Communication and CN 4667 Crisis Communication.</p> <p>CN 4413 Brand Building in Advertising:            The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)</p> <p>CN 4800 Creativity in Advertising Campaigns:            The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)</p> <p>CN 4566 Audience Behavior in Advertising:</p>

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

**A3. Demonstrate knowledge and understanding of the concepts, competencies, and professional roles developed within advertising, film and television, journalism, and public relations as distinct yet**

The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation. (Assessment method: midterm examination 45%; project 55%)

CN 4470 Corporate Communication:

The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)

CN 4667 Crisis Communication:

The stages of different types of crisis, from prevention and preparation to response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity. (Assessment method: midterm examination 20%; portfolio 10%; project 70%)

**A3.**

Where it is taught:

Students develop their understanding of the communication fields in CN 4404 News Culture; CN 4426 Pr in non-Profit Organizations; CN 4239 Making the

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

**interrelated areas of professional practice**

Short Documentary; CN 4207 Multimedia Journalism and Public Relations; CN 4436 Global Public Relations; CN 4668 Media Industries: Production, Content, and Audiences, and CN 4470 Corporate Communication.

CN 4207 Multimedia Journalism and Public Relations:  
The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)

CN 4239 Making the Short Documentary:  
Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)

CN 4404 News Culture:  
Critical analysis of the complex processes of news journalism through the examination of how news is collected, processed, communicated and perceived. (Assessment method: research paper 40%; presentation 10%; final examination 50%)

CN 4426 PR in non-Profit Organizations:  
Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives.

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

(Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)

CN 4436 Global Public Relations:  
Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings.  
(Assessment method: midterm examination 30%; individual project 70%)

CN 4470 Corporate Communication:  
The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate.  
(Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)

CN 4668 Media Industries: Production, Content, and Audiences:  
Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)

**A4.**

**A4. Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes**

Where it is taught:

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

Students explore the dynamics of media discourses and their role in society in the modules CN 4338 Leadership Communication, CN 4404 News Culture, CN 4436 Global Public Relations, CN 4465 American Cinema, CN 4668 Media Industries: Production, Content, and Audiences, CN 4470 Corporate Communication, and CN 4566 Audience Behavior in Advertising.

CN 4338 Leadership Communication:  
Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.

CN 4404 News Culture:  
Critical analysis of the complex processes of news journalism through the examination of how news is collected, processed, communicated and perceived. (Assessment method: research paper 40%; presentation 10%; final examination 50%)

CN 4436 Global Public Relations:  
Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)

CN 4470 Corporate Communication:  
The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%;

<b><u>Learning Outcomes – LEVEL 6</u></b>	
<b>3A. Knowledge and understanding</b>	
<p><b>A5. Demonstrate knowledge and understanding of production processes and professional practices within the field of advertising, film/television, journalism, and public relations</b></p>	<p>project 70%)</p> <p>CN 4465 American Cinema: Examination of key works of American cinematic art. In-depth study and analysis of the most significant styles, directors, and genres in the history of American cinema within their specific socio-cultural context. (Assessment method: Case Study 40%; Portfolio of writing assignments 10%; research paper 50%)</p> <p>CN 4668 Media Industries: Production, Content, and Audiences: Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)</p> <p>CN 4566 Audience Behavior in Advertising: The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behaviour. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation. (Assessment method: midterm examination 45%; project 55%)</p> <p><b>A5.</b></p> <p>Students learn about the production practices and professional practices of the different fields in CN 4800 Creativity in Advertising Campaigns, CN 4426 PR in non-Profit Organizations, CN 4436 Global Public Relations, CN 4667 Crisis Communication, CN 4437 Screenwriting, CN 4239 Making the Short</p>



**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

Documentary, CN 4207 Multimedia Journalism and Public Relations, and CN 4668 Media Industries: Production, Content, and Audiences..

CN 4800 Creativity in Advertising Campaigns:  
The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)

CN 4426 PR in non-Profit Organizations:  
Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives. (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)

CN 4436 Global Public Relations:  
Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)

CN 4667 Crisis Communication:  
The stages of different types of crisis, from prevention and preparation to response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity.

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

(Assessment method: midterm examination 20%; portfolio 10%; project 70%)

**CN 4437 Screenwriting:**

Methods of film screenwriting. Examination of the principles of cinematic stories, structure, character and dialogue. Film screenings and script analysis.

(Assessment methods: portfolio of preparatory material for screenplay 40%; screenplay 60%)

**CN 4239 Making the Short Documentary:**

Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)

**CN 4207 Multimedia Journalism and Public Relations:**

The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)

**CN 4668 Media Industries: Production, Content, and Audiences:**

Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)

**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**



### 3B. Cognitive skills

Students develop their critical understanding of arguments and positions relevant to studies and practice in the required modules CN 4532 Communication Research Methods and CN 4740 Communication Thesis. They also develop their critical understanding in CN 4404 News Culture, CN 4239 Making the Short Documentary, CN 4465 American Cinema, CN 4338 Leadership Communication, CN 4668 Media Industries: Production, Content, and Audiences, CN 4470 Corporate Communication, and CN 4667 Crisis Communication.

**CN 4532 Communication Research Methods:**  
Examination of key concepts of social science research as applied to communication. History and development of communication research. Exploration of the major approaches to research. Quantitative and qualitative research techniques, sampling and research ethics. (Assessment method: midterm examination 40%; research study 60%)

**CN 4740 Communication Thesis:**  
Students work directly with a faculty supervisor to develop and complete a capstone thesis. (Assessment method: capstone thesis 100%)

**CN 4404 News Culture:**  
Critical analysis of the complex processes of news journalism through the examination of how news is collected, processed, communicated and perceived. (Assessment method: research paper 40%; presentation 10%; final examination 50%)

**CN 4239 Making the Short Documentary:**  
Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study

<b>3B. Cognitive skills</b>	
	<p>10%; final examination 50%)</p> <p><b>CN 4465 American Cinema:</b> Examination of key works of American cinematic art. In-depth study and analysis of the most significant styles, directors, and genres in the history of American cinema within their specific socio-cultural context. (Assessment method: Case Study 40%; Portfolio of writing assignments 10%; research paper 50%)</p> <p><b>CN 4338 Leadership Communication:</b> Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies. (Assessment method: individual project 40%; portfolio case study 10%; final examination 50%)</p> <p><b>CN 4668 Media Industries: Production, Content, and Audiences:</b> Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)</p> <p><b>CN 4470 Corporate Communication:</b> The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)</p> <p><b>CN 4667 Crisis Communication:</b> The stages of different types of crisis, from prevention and preparation to response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning,</p>

3B. Cognitive skills	
<p><b>B2. Demonstrate knowledge of the ethical and regulatory frameworks that affect media and cultural production, distribution, circulation, and consumption</b></p> <p><b>B3. Evaluate audience needs, interests and attitudes</b></p>	<p>reputation, identity, image, social responsibility and business continuity. (Assessment method: midterm examination 20%; portfolio 10%; project 70%)</p> <p><b>B2.</b></p> <p><u>Where it is taught:</u> Students learn about the ethical and regulatory frameworks relevant to media in CN 4239 Making the Short Documentary.</p> <p>CN 4239 Making the Short Documentary: Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)</p> <p><b>B3.</b></p> <p><u>Where it is taught:</u> Students may take CN 4800 Creativity in Advertising Campaigns, CN 4413 Brand Building in Advertising, CN 4566 Audience Behavior in Advertising, CN 4426 PR in non-Profit Organizations, CN 4436 Global Public Relations, CN 4338 Leadership Communication, CN 4470 Corporate Communication, and CN 4207 Multimedia Journalism and Public Relations.</p> <p>CN 4800 Creativity in Advertising Campaigns: The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and</p>

<b>3B. Cognitive skills</b>	
	<p>techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)</p> <p>CN 4413 Brand Building in Advertising: The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)</p> <p>CN 4566 Audience Behavior in Advertising: The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation. (Assessment method: midterm examination 45%; project 55%)</p> <p>CN 4426 PR in non-Profit Organizations: Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives. (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)</p> <p>CN 4436 Global Public Relations: Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies</p>



<b>3B. Cognitive skills</b>	
<b>B4. Systematically apply media research tools</b>	<p>and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)</p> <p>CN 4338 Leadership Communication: Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies. (Assessment method: individual project 40%; portfolio case study 10%; final examination 50%)</p> <p>CN 4470 Corporate Communication: The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)</p> <p>CN 4207 Multimedia Journalism and Public Relations: The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)</p> <p><b>B4.</b></p> <p><u>Where it is taught:</u></p>

### 3B. Cognitive skills

Students take the required modules CN 4532 Communication Research Methods and CN 4740 Communication Thesis. They may also take CN 4413 Brand Building in Advertising, CN 4668 Media Industries: Production, Content, and Audiences, CN 4465 American Cinema, and CN 4667 Crisis Communication.

**CN 4532 Communication Research Methods:**

Examination of key concepts of social science research as applied to communication. History and development of communication research. Exploration of the major approaches to research. Quantitative and qualitative research techniques, sampling and research ethics. (Assessment method: midterm examination 40%; research study 60%)

**CN 4740 Communication Thesis:**

Students work directly with a faculty supervisor to develop and complete a capstone thesis. (Assessment method: capstone thesis 100%)

**CN 4413 Brand Building in Advertising:**

The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)

**CN 4668 Media Industries: Production, Content, and Audiences:**

Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)

<b>3B. Cognitive skills</b>	
	<p>CN 4465 American Cinema: Examination of key works of American cinematic art. In-depth study and analysis of the most significant styles, directors, and genres in the history of American cinema within their specific socio-cultural context. (Assessment method: Case Study 40%; Portfolio of writing assignments 10%; research paper 50%)</p> <p>CN 4667 Crisis Communication: The stages of different types of crisis, from prevention and preparation to response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity. (Assessment method: midterm examination 20%; portfolio 10%; project 70%)</p>
<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<b>C. Practical and professional skills</b>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul>

### 3C. Practical and professional skills

**C1. Communicate across the media using the language appropriate to engaging different audiences**

**C2. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices**

**C3. Produce work which demonstrates understanding of media forms and structures, audiences and specific communication registers**

**C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.**

Assessment Methods: Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 6 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. At Level 6 students should be producing work near or at professional standards of work. Students work independently and creatively in applying their knowledge of audiences and the skills that they have developed throughout the programme in planning and producing a variety of texts.

**C1., C2., C3., C4.**

Students at Level 6 draw on their prior learning in the programme to produce creative work in a variety of formats and in accordance with industry practices: CN 4413 Brand Building in Advertising, CN 4433 Investigative Journalism, CN 4437 Screenwriting, CN 4239 Making the Short Documentary, and CN 4207 Multimedia Journalism and Public Relations.

CN 4413 Brand Building in Advertising:  
The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)

<b>3C. Practical and professional skills</b>	
<p><b>C1. Communicate across the media using the language appropriate to engaging different audiences</b></p>	<p>CN 4433 Investigative Journalism: Writing eloquent investigative news and feature pieces that require original ideas, interviewing and other types of thorough research, and sophisticated application of content and presentation skills acquired in the previous writing courses. (Assessment method: news stories 30%; feature story 50%; final examination 20%)</p> <p>CN 4437 Screenwriting: Methods of film screenwriting. Examination of the principles of cinematic stories, structure, character and dialogue. Film screenings and script analysis. (Assessment methods: portfolio of preparatory material for screenplay 40%; screenplay 60%)</p> <p>CN 4239 Making the Short Documentary: Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)</p> <p>CN 4207 Multimedia Journalism and Public Relations: The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)</p> <p><b>C1.</b></p>

<b>3C. Practical and professional skills</b>	
<p><b>C2. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices</b></p> <p><b>C3. Produce work which demonstrates understanding of media forms and structures, audiences and specific communication registers</b></p> <p><b>C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.</b></p>	<p><u>Where it is taught:</u> Students learn to engage audiences across the media in CN 4436 Global Public Relations and CN 4800 Creativity in Advertising Campaigns.</p> <p>CN 4436 Global Public Relations: Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)</p> <p>CN 4800 Creativity in Advertising Campaigns: The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)</p> <p><b>C2., C3., C4.</b></p> <p><u>Where it's taught:</u> Students develop their ability to produce a creative, targeted media message in CN 4545 Making the Short Fiction Film, CN 4470 Corporate Communication, and CN 4667 Crisis Communication.</p> <p>CN 4545 Making the Short Fiction Film: Techniques and methods of preproduction, production and postproduction of short films. (Assessment</p>

<b>3C. Practical and professional skills</b>	
<b>C2. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices</b>	<p>Method: portfolio of preparatory work 40%; final video project 60%)</p> <p>CN 4470 Corporate Communication: The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)</p> <p>CN 4667 Crisis Communication: The stages of different types of crisis, from prevention and preparation to response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity. (Assessment method: midterm examination 20%; portfolio 10%; project 70%)</p> <p><b>C2.</b></p> <p><u>Where it is taught:</u> In CN 4426 PR in non-Profit Organizations and CN 4436 Global Public Relations student do projects that require them to display abilities in various areas of media production and professional practices.</p> <p>CN 4436 Global Public Relations: Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)</p>

<b>3C. Practical and professional skills</b>	
<p><b>C3. Produce work which demonstrates understanding of media forms and structures, audiences and specific communication registers</b></p>	<p>CN 4426 PR in non-Profit Organizations: Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives. (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)</p> <p><b>C3.</b></p> <p><u>Where it is taught:</u> Students can take modules CN 4800 Creativity in Advertising and CN 4566 Audience Behavior in Advertising.</p> <p>CN 4800 Creativity in Advertising Campaigns: The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)</p> <p>CN 4566 Audience Behavior in Advertising: The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation.</p>
<p><b>C4. Bring creativity and originality to bear in conceiving, structuring and executing media projects and communication plans.</b></p>	



3C. Practical and professional skills	
	<p><b>C4.</b></p> <p><u>Where it is taught:</u>            Students take the required module CN 4532 Communication Research Methods. Students also demonstrate their creativity and originality in preparing media projects and plans in CN 4800 Creativity in Advertising Campaigns, CN 4566 Audience Behavior in Advertising, CN 4426 PR in non-Profit Organizations, and CN 4436 Global Public Relations.</p> <p>CN 4532 Communication Research Methods:            Examination of key concepts of social science research as applied to communication. History and development of communication research. Exploration of the major approaches to research. Quantitative and qualitative research techniques, sampling and research ethics. (Assessment method: midterm examination 40%; research study 60%)</p> <p>CN 4800 Creativity in Advertising Campaigns:            The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)</p> <p>CN 4566 Audience Behavior in Advertising:            The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation.</p>

### 3C. Practical and professional skills

CN 4426 PR in non-Profit Organizations:  
 Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives.  
 (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)

CN 4436 Global Public Relations:  
 Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)

<b>3C. Practical and professional skills</b>	
<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<b>D. Key/Transferable Skills</b>	<p><u>Learning and Teaching Strategy:</u> In congruence with the Learning and Teaching strategy of the College, the following tools are used in the above modules:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work), and perhaps film and video screenings.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.</li> </ul> <p><u>Assessment Methods:</u> Assessment methods give students the opportunity to display knowledge and understanding and instructors the opportunity to identify issues in either. Students get timely feedback on their assessed coursework and exams by their instructor. In Level 6 modules students are assessed through some combination of research essays, exams, projects, and a “portfolio” of work that comprises 10% of the final mark in a module. Thanks to the interdisciplinary nature of the programme, students at Level 6 can undertake a variety of types of writing and research projects disciplined by an understanding of understanding of the different approaches to, communication in the different areas. Their projects require them to display</p>

3D. Key/transferable skills	
<p><b>D1. Demonstrate a measure of knowledge in an array of different disciplines, thus becoming broadly informed citizens and professionals</b></p>          <p><b>D2. Have the oral, written and interpersonal communication skills to work successfully in a professional environment</b></p>	<p>planning, problem-solving and technical execution skills that will be useful to them in areas outside of the communication industries.</p> <p><b>D1.</b></p> <p><u>Where it is taught:</u> In CN 4338 Leadership Communication students critically assess a variety of political and business leadership styles.</p> <p>CN 4338 Leadership Communication: Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.</p> <p><b>D2.</b></p> <p><u>Where is it taught:</u> Students develop their ability to communicate in a professional manner in CN 4338 Leadership Communication, CN 4413 Brand Building in Advertising, CN 4433 Investigative Journalism, and CN 4740 Communication Thesis.</p> <p>CN 4338 Leadership Communication: Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.</p> <p>CN 4413 Brand Building in Advertising:</p>

<b>3D. Key/transferable skills</b>	
<p><b>D3. Use computing and information-processing skills: Data acquisition, storage, and manipulation; Use of the Internet and the Web; Use of computer application packages</b></p>	<p>The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)</p> <p>CN 4433 Investigative Journalism: Writing eloquent investigative news and feature pieces that require original ideas, interviewing and other types of thorough research, and sophisticated application of content and presentation skills acquired in the previous writing courses. (Assessment method: news stories 30%; feature story 50%; final examination 20%)</p> <p>CN 4740 Communication Thesis: Students work directly with a faculty supervisor to develop and complete a capstone thesis. (Assessment method: capstone thesis 100%)</p> <p><b>D3.</b></p> <p><u>Where it is taught:</u> Students develop their production technology skills in CN 4545 Making the Short Fiction Film, CN 4239 Making the Short Documentary, and CN 4207 Multimedia Journalism and Public Relations.</p> <p>CN 4545 Making the Short Fiction Film: Techniques and methods of preproduction, production and postproduction of short films. (Assessment Method: portfolio of preparatory work 40%; final video project 60%)</p>

<b>3D. Key/transferable skills</b>	
<p><b>D4. Be able to carry out various forms of research for essays, projects, communication plans and creative productions</b></p>	<p>CN 4239 Making the Short Documentary: Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)</p> <p>CN 4207 Multimedia Journalism and Public Relations: The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)</p> <p><b>D4.</b></p> <p><u>Where it is taught:</u> Students at Level 6 develop research skills in all the modules: in the required modules CN 4532 Communication Research Methods and CN 4740 Communication Thesis; and in CN 4338 Leadership Communication, 4800 Creativity in Advertising Campaigns, 4404 News Culture, 4413 Brand Building Advertising, 4433 Investigative Journalism, 4437 Screenwriting, 4545 Making the Short Fiction Film, 4239 Making the Short Documentary, 4207 Multimedia Journalism and Public Relations, 4436 Global Public Relations, 4465 American Cinema, 4668 Media Industries: Production, Content, and Audiences, 4470 Corporate Communication, 4667, Crisis Communication, and 4566 Audience</p>

### 3D. Key/transferable skills

Behavior in Advertising.

CN 4338 Leadership Communication:

Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.

CN 4800 Creativity in Advertising Campaigns:

The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)

CN 4404 News Culture:

Critical analysis of the complex processes of news journalism through the examination of how news is collected, processed, communicated and perceived. (Assessment method: research paper 40%; presentation 10%; final examination 50%)

CN 4413 Brand Building in Advertising:

The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)

CN 4433 Investigative Journalism:

Writing eloquent investigative news and feature pieces that require original

### 3D. Key/transferable skills

ideas, interviewing and other types of thorough research, and sophisticated application of content and presentation skills acquired in the previous writing courses. (Assessment method: news stories 30%; feature story 50%; final examination 20%)

CN 4426 PR in non-Profit Organizations:  
Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives. (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)

CN 4437 Screenwriting:  
Methods of film screenwriting. Examination of the principles of cinematic stories, structure, character and dialogue. Film screenings and script analysis. (Assessment methods: portfolio of preparatory material for screenplay 40%; screenplay 60%)

CN 4545 Making the Short Fiction Film: Techniques and methods of preproduction, production and postproduction of short films. (Assessment Method: portfolio of preparatory work 40%; final video project 60%)

CN 4239 Making the Short Documentary:  
Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)

CN 4207 Multimedia Journalism and Public Relations:  
The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring



### 3D. Key/transferable skills

stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)

CN 4436 Global Public Relations:  
Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)

CN 4465 American Cinema:  
Examination of key works of American cinematic art. In-depth study and analysis of the most significant styles, directors, and genres in the history of American cinema within their specific socio-cultural context. (Assessment method: Case Study 40%; Portfolio of writing assignments 10%; research paper 50%)

CN 4668 Media Industries: Production, Content, and Audiences:  
Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis. (Assessment method: midterm examination 20%; paper 80%)

CN 4470 Corporate Communication:  
The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)

CN 4667 Crisis Communication:  
The stages of different types of crisis, from prevention and preparation to

<b>3D. Key/transferable skills</b>	
<p><b>D5. Be able to identify and define complex problems in a variety of real world communication settings and apply the appropriate communication strategies and tactics to their solution</b></p>	<p>response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity. (Assessment method: midterm examination 20%; portfolio 10%; project 70%)</p> <p>CN 4566 Audience Behavior in Advertising: The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation. (Assessment method: midterm examination 45%; project 55%)</p> <p><b>D5.</b></p> <p><u>Where it is taught:</u> In an number of Level 6 modules students develop their ability to identify complex problems and apply the appropriate strategies and tactics to their solution: 4800 Creativity in Advertising Campaigns, 4413 Brand Building Advertising, 4433 Investigative Journalism, 4239 Making the Short Documentary, 4207 Multimedia Journalism and Public Relations, 4436 Global Public Relations, CN 4545 Making the Short Fiction Film, 4668 Media Industries: Production, Content, and Audiences, 4470 Corporate Communication, 4667, Crisis Communication, and 4566 Audience Behavior in Advertising.</p> <p>CN 4800 Creativity in Advertising Campaigns: The role and the importance of creativity in full-scale communication campaigns</p>

### 3D. Key/transferable skills

comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)

CN 4413 Brand Building in Advertising:  
The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)

CN 4433 Investigative Journalism:  
Writing eloquent investigative news and feature pieces that require original ideas, interviewing and other types of thorough research, and sophisticated application of content and presentation skills acquired in the previous writing courses. (Assessment method: news stories 30%; feature story 50%; final examination 20%)

CN 4426 PR in non-Profit Organizations:  
Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives. (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)

CN 4239 Making the Short Documentary:  
Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles.

<b>3D. Key/transferable skills</b>	
	<p>History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)</p> <p>CN 4207 Multimedia Journalism and Public Relations: The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)</p> <p>CN 4436 Global Public Relations: Public relations in the global marketplace. Global versus national communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)</p> <p>CN 4470 Corporate Communication: The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate. (Assessment method: midterm examination 20%; portfolio presentation 10%; project 70%)</p> <p>CN 4545 Making the Short Fiction Film Techniques and methods of preproduction, production and postproduction of short films. (Assessment method: portfolio of preparatory work 40%; final video project, 10-15 minutes 60%)</p> <p>CN 4667 Crisis Communication: The stages of different types of crisis, from prevention and preparation to</p>

<b>3D. Key/transferable skills</b>	
<p><b>D6. Be able to exercise initiative, personal responsibility and decision making in complex contexts</b></p>	<p>response and recovery; the role of PR in managing crisis. Crisis management, risk assessment, interaction with the media, crisis communications planning, reputation, identity, image, social responsibility and business continuity. (Assessment method: midterm examination 20%; portfolio 10%; project 70%)</p> <p>CN 4566 Audience Behavior in Advertising: The importance of understanding and targeting appropriate audiences for the success of any communication effort. The process and criteria of audience segmentation. Group dynamics and other external influencers of an individual's behavior. Effects of internal factors, such as personality and perception, on the process of message reception, interpretation, retention and externalisation. (Assessment method: midterm examination 45%; project 55%)</p> <p><b>D6.</b></p> <p><u>Where it is taught:</u> Students at Level 6 apply their autonomous decision-making skills in the required modules CN 4532 Communication Research Methods and CN 4740 Communication Thesis; and in CN 4338 Leadership Communication, 4800 Creativity in Advertising Campaigns, 4413 Brand Building Advertising, 4433 Investigative Journalism, CN 4426 PR in non-Profit Organizations, 4545 Making the Short Fiction Film, 4239 Making the Short Documentary, 4207 Multimedia Journalism and Public Relations, 4436 Global Public Relations.</p> <p>CN 4532 Communication Research Methods: Examination of key concepts of social science research as applied to communication. History and development of communication research. Exploration of the major approaches to research. Quantitative and qualitative</p>

<b>3D. Key/transferable skills</b>	
	<p>research techniques, sampling and research ethics. (Assessment method: midterm examination 40%; research study 60%)</p> <p>CN 4740 Communication Thesis: Students work directly with a faculty supervisor to develop and complete a capstone thesis. (Assessment method: capstone thesis 100%)</p> <p>CN 4338 Leadership Communication: Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.</p> <p>CN 4800 Creativity in Advertising Campaigns: The role and the importance of creativity in full-scale communication campaigns comprising a variety of media executions. The theoretical background and techniques used to achieve high-level advertising creativity. Designing creative strategies and executions for full-scale campaigns across media. (Assessment method: essay 30%; presentation 10%; project 60%)</p> <p>CN 4413 Brand Building in Advertising: The importance and impact of brands on a personal and social level. Introduction to fundamental branding principles, such as brand identity, associations and positioning. Brand creation and development through development of associations and appropriate use of communication, in congruence with modern technological and social trends. Developing brand building strategies and integrated communication plans. (Assessment method: presentation 30%; project 70%)</p> <p>CN 4433 Investigative Journalism: Writing eloquent investigative news and feature pieces that require original ideas, interviewing and other types of thorough research, and sophisticated</p>

<b>3D. Key/transferable skills</b>	
	<p>application of content and presentation skills acquired in the previous writing courses. (Assessment method: news stories 30%; feature story 50%; final examination 20%)</p> <p>CN 4426 PR in non-Profit Organizations: Understanding the challenges non-profits face in health, culture, education and human services. Budgeting and fundraising issues. Communicating with target audiences. Analysis of non-profit clients' social and political objectives. (Assessment method: midterm examination 20%; portfolio of creative content 10%; individual project 70%)</p> <p>CN 4545 Making the Short Fiction Film: Techniques and methods of preproduction, production and postproduction of short films. (Assessment Method: portfolio of preparatory work 40%; final video project 60%)</p> <p>CN 4239 Making the Short Documentary: Researching, focusing, planning, shooting, writing, and editing the short documentary, or industrial or public relations, film. Ethical issues and principles. History of the different documentary types. (Assessment method: individual project on a leader's communication strategy and style 40%; portfolio study 10%; final examination 50%)</p> <p>CN 4207 Multimedia Journalism and Public Relations: The use of visuals, sound, and words together to tell true stories in journalism and public relations. Objectivity and balance. Checking sources. Structuring stories. Shot selection. Researching, interviewing, shooting, writing, and producing stories. Writing across the media. (Assessment method: portfolio of texts 10%; video package story 70%; print version of video story 20%)</p> <p>CN 4436 Global Public Relations: Public relations in the global marketplace. Global versus national</p>

**3D. Key/transferable skills**

communication strategies. The role of international public relations companies and their local affiliate offices. Achieving public relations success in numerous settings. (Assessment method: midterm examination 30%; individual project 70%)

**[Please insert here title of exit awards(s) at Level 6]**





#### 4. Distinctive features of the programme structure

- **Where applicable, this section provides details on distinctive features such as:**
  - where in the structure above a professional/placement year fits in and how it may affect progression
  - any restrictions regarding the availability of elective modules
  - where in the programme structure students must make a choice of pathway/route
- **Additional considerations for apprenticeships:**
  - how the delivery of the academic award fits in with the wider apprenticeship
  - the integration of the 'on the job' and 'off the job' training
  - how the academic award fits within the assessment of the apprenticeship

- There are no restrictions regarding the availability of elective modules
- The internship placement in the US degree does not affect progression

There is not pathway choice in the Open University-validated programme. However, under the US programme, students are required to complete a selection of Level 5 and Level 6 modules in at least one of the four following areas:

**Students take three Level 5 (3000-level) and three Level 6 (4000-level) courses from one of the four areas below (18 US credits; 90 UK credits):**

##### Advertising

CN 3160 Digital Storytelling  
 CN 3434 Advertising Strategy and Client Services (former Client Services in Advertising)  
 CN 3409 Advertising Copywriting and Evaluation (former Copywriting and Evaluation)  
 CN 3642 Digital Campaigns (former Digital Communication)  
 CN 4413 Brand Building in Advertising  
 CN 4566 Audience Behavior in Advertising  
 CN 4800 Creativity in Advertising Campaigns (former Creative Execution in Advertising)  
 CN 4545 Making the Short Fiction Film

##### Audio and Visual Communication

CN 3160 Digital Storytelling  
 CN 3425 Film Analysis  
 CN/MU 3164 Sound Design  
 CN 3316 Broadcast Journalism and Public Relations  
 CN 4207 Multimedia Journalism and Public Relations  
 CN 4239 Making the Short Documentary  
 CN 4437 Screenwriting  
 CN 4465 American Cinema  
 CN 4545 Making the Short Fiction Film

## Journalism

CN 3160 Digital Storytelling  
CN 3311 Fundamentals of Journalism (former Fundamentals of Print Journalism)  
CN 3316 Broadcast Journalism and Public Relations (former Radio News Writing)  
CN/ITC 3016 Designing for the Web  
CN 4207 Multimedia Journalism and Public Relations (former Television News Writing)  
CN 4404 News Culture  
CN 4436 Global Public Relations  
CN 4533 Investigative Journalism (former Advanced Print Journalism)

## Public Relations

CN 3160 Digital Storytelling  
CN 3328 Public Relations Techniques  
CN 3323 PR and Special Events Planning  
CN 3316 Broadcast Communication for News and Public Relations  
CN/ITC 3016 Designing for the Web  
CN 4207 Multimedia Journalism and Public Relations  
CN 4426 Public Relations in non-Profit Organizations  
CN 4436 Global Public Relations  
CN 4470 Corporate Communication  
CN 4667 Crisis Communication

**Students take two additional Level 5 courses from any of the four areas above, and three additional Level 6 courses from any of the four areas above or from the list below. four areas above or from the list below (15 US credits; 45 UK credits).**

CN 4338 Leadership Communication  
CN 4668 Media Industries - Production, Content, and Audiences

## 5. Support for students and their learning.

*(For apprenticeships this should include details of how student learning is supported in the work place)*

All new students participate in an orientation programme as they begin their first semester at the College. The orientation program is designed to introduce them to the campus, the academic system, College regulations and policies, and student life.

### Student Success Center (SSC)

The Student Success Centre supports students by offering comprehensive, integrated services in the areas of academic advising, OU validation issues, student records, registration, and payments in a one-stop area. The Centre is committed to providing students with consistent, high-quality service, both in person and through technology. The Student Success Centre aims to create the optimum conditions so that students can follow the path to academic success.

Students may visit the Student Success Centre to pay a bill, request a certificate, obtain a form, arrange to bring a visitor on campus, obtain their transcript, see an academic advisor, ask about OU validation, change a course, and obtain or replace their student ID.

The SSC web page has been set up to reflect the one-stop concept of the Centre and includes information from different departments. It may be accessed from the “Quick Links” on the ACG homepage ([www.acg.edu](http://www.acg.edu)) and it allows students to print forms or view the academic calendar, academic policies, final exams schedule, course schedule, graduation instructions, major requirements, frequently asked questions (FAQs), the e-mail directory, and financial aid and international student information. From the SSC web page students may choose to log on to the myACG portal, where they can print their personal course schedule and their unofficial transcript. To log on, students need to go to the SSC and get their PIN, which is private, should not be shared with anyone, and will be given to the students only if they have no obligations (business office, library, or academic advising).

### Academic Advising

All students are assigned an academic advisor responsible for assisting them in gaining the greatest benefit from their educational experience at the College. Good academic advising is a vital part of the learning process and an integral part of the basic teaching function of the College. Effective academic advising provides specific aid to students in considering and completing academic programs, but it goes beyond mere course scheduling; it includes planning, decision-making, implementation, and evaluation of academic, personal, and career-related matters, and exploration. The College assigns all entering freshmen a First-Year advisor from the Office of Academic Advising. Thereafter, the advising programme is faculty-based and fosters personal contact between students and faculty. Department Heads and Programme Coordinators act as educational consultants.

New incoming students and continuing Deree-ACG students are required to consult every semester and during the announced advising period with an advisor at the Office of Academic Advising.

Advisors never make decisions for students. Their overriding objective is to assist students in developing the maturity required to make their own choices and to be responsible for the consequences of those choices.

### **Student Academic Support Services (SASS)**

Student Academic Support Services (SASS) provides support to the learning of Deree students at the undergraduate and graduate level through a variety of approaches encouraging participatory learning. SASS learning facilitators recognize that individual qualities and efforts vary; therefore, facilitators adopt a learner-centred approach without undue interference in order to promote individual development and to respond to the needs of each student. The goal of SASS is to help students become insightful readers, effective critical thinkers, and independent learners.

Student Academic Support Services offers two major types of academic support:

1. One-to-one Sessions, conducted on a one-on-one basis between a facilitator and a student. They are provided on a first-come-first-served basis and cover a wide range of

college skills.

2. Group Sessions are of two kinds, both designed to emphasize direct interaction between participants:
  - a. Academic-skills workshops are offered on demand. They may focus on sharpening a quantitative or qualitative skill for a course or help participants sharpen conversational skills in a foreign language.
  - b. Study-skills workshops are offered regularly. They are designed to help participants improve a particular study skill, such as note-taking or exam preparation.

### **Disability and Learning Differences**

The College Committee on Disability and Learning Differences monitors and recommends policies and procedures to benefit individuals with disabilities and learning differences. In addition, it makes recommendations in consultation with relevant academic departments/ areas regarding special assessments to be given by tutors to specific students with disability and/or learning differences.

The Committee proposes alternative assessment methods for specific students with disability and/or learning differences in consultation with relevant academic departments/ areas to ensure appropriateness of assessment method. The Committee is obliged to follow the advice of the department with regard to appropriateness and communicate with the Registrar about this. The Committee on Disability and Learning Differences submits the list of OU students with disabilities and learning difficulties and their approved alternative assessment methods to the OU Validation Office and Registrar.

### **6. Criteria for admission**

*(For apprenticeships this should include details of how the criteria will be used with employers who will be recruiting apprentices.)*

#### **The Admissions Process**

To qualify for admission to the academic programs of the College, applicants must demonstrate that they possess the appropriate qualifications to enable them to be successful in the program of their choice. To this end, applicants must meet the following requirements:

The standard minimum entry requirement for the major's programme is the following: 14/20 in the Greek system, an overall average grade of C in the US system, or 24 and above in the International Baccalaureate or the equivalent of any other educational grading system.

Applicants whose grades are between 11/20-13.99/20 or its equivalent, may be admitted to the College on a provisional basis.

Students admitted on a provisional basis will be required to fulfil the following conditions in order to be allowed to continue on their selected major after the completion of one academic year after their acceptance to Deree:

- Meet with an assigned advisor at the Academic Advising Office at least twice every month or whenever the advisor thinks it is necessary. The assigned advisor will monitor the student progress very closely and may require that they seek academic help through the Student Academic Support Services.
- The number of courses students will be allowed to register for will be determined by their English language placement (see section "English Language Requirements"). However, in no case will they be allowed to register for a total of more than 2 courses if

placed in EAP 1002 or for more than 4 courses if placed in WP 1010. Students with provisional status who are placed in EAP 999, EAP 1000, EAP 1001 must first complete their English for Academic Purpose courses before they begin taking College level courses along with EAP 1002.

- Students who have successfully completed only the EAP sequence during their first academic year will be able to continue.
- Achieve a minimum cumulative average (CI) of at least 2.0 after one academic year.
- After the completion of one academic year on provisional status, students' performance will be reviewed by the Committee on Academic Standards and Policies (CASP), which will decide on student progression and/or new conditions.
- Students on provisional status are subject to the College probation policy (see section "Academic Probation").

The following is required for all freshmen applicants:

1. A completed application form.
2. A letter of recommendation from an academic teacher or professor.
3. An official secondary school transcript and an official copy of a secondary diploma, both legally certified.
4. A certified copy of their identity card for Greek citizens or a valid passport for non-Greek citizens.
5. An interview with an admissions counsellor.
6. Evidence of proficiency in English.

#### **Evidence of Proficiency in English**

All applicants must demonstrate proficiency in the English language either by taking the College's English Placement Test (EPT) or by submitting any evidence derived from one of the following tests:

Pearson test of Academic English (PTE Academic): 58 or greater  
Michigan State University Certificate of Language Proficiency (MSU-CELP)  
Michigan Proficiency Certificate  
Cambridge Proficiency Certificate  
Cambridge Advanced English (CAE) with Grade A only  
International Baccalaureate Certificate\*  
International Baccalaureate Diploma  
IELTS: (academic) 6.5 or above  
SAT: 450 or above  
ACT: 18 or above  
TOEFL (paper based): 567 or above  
TOEFL (computer based): 227 or above  
TOEFL (internet based): 87 or above  
GCE higher level English: Grade C or greater  
Oxford Online Placement Test: 99 or above

\* With grade 4 and above in the English higher level subject or at least an average of 12 in the higher level subjects.

Applicants presenting a TOEFL score should arrange to have the test results sent directly to the Office of Admissions by the Educational Testing Service (ETS). The College's Institution Code Number is 0925. TOEFL scores are valid for 2 years.

Students may also qualify to take WP 1010 by submitting evidence of fluency based on graduation from an English speaking secondary school or programme.

The above listed grades qualify the student for placement directly into WP 1010. Applicants who do not qualify for WP 1010 but who otherwise show academic promise may be admitted

conditionally and placed in the English for Academic Purposes Program (see “English Language Requirements” section).

#### 7. Language of study

English

#### 8. Information about non-OU standard assessment regulations (including PSRB requirements)

#### 9. For apprenticeships in England End Point Assessment (EPA).

*(Summary of the approved assessment plan and how the academic award fits within this and the EPA)*

The Deree faculty comprises experienced professionals active in their respective fields through their research, publications, think-tank work and other forms of professional engagement. A significant body of research has been garnered by Deree faculty in the fields of learning innovation and pedagogy. Recognizing the need of a structured holistic approach to teaching and learning, Deree implements a variety of initiatives aimed at cultivating faculty excellence in teaching, and geared to maintaining pedagogical standards and comparability across sections, modules, and schools. This strategy is driven by the recognition that new members of the faculty have to familiarize themselves with high standards underpinning the college’s teaching culture.

During the 2018-19 academic year, there were a number of activities aimed at raising faculty awareness of the College’s emphasis on pedagogy and research. The college held lectures, workshops, and seminars toward that end.

Recognizing the importance of pedagogy and research, the college has established the Deree Teaching and Learning Center, which – among other things – holds workshops on pedagogy, informs faculty of teaching-related opportunities abroad, and seeks external funding for such purposes.

#### 10. Methods for evaluating and improving the quality and standards of teaching and learning.

Programmes use the following direct and indirect methods for evaluating and improving the quality of teaching:

- On line Course Evaluation for each module (through *CourseEval*). This is submitted anonymously by students in all modules. Following submission of grades, results are sent electronically to the Provost, the Deans, the Department Heads/Programme Coordinators and the course instructor. They are also available to the President and the VP of Human Resources. Results are taken into consideration both in terms of improving teaching but also evaluating faculty.
- Senior Exit Survey: completed by all graduating students.
- Module Leader Reports where feedback from the course evaluations is also considered.
- Feedback from meetings between External Examiners and students.
- Departmental meetings with the student Academic Society.
- Representation of Academic Societies through their presidents in the Programme Committees. Student concerns are discussed and feedback is communicated back to the students by the relevant Society presidents.
- Student advising.
- Students may always express concerns to the Deans, the Provost or the President either individually or through the Student Association.

The College places high value on effective pedagogical practices in the classroom by:

- Providing its faculty with the resources to improve the quality of instruction such as computers, smart classrooms, and electronic and print library resources, and training in new instructional technologies such as Blackboard.
- Supporting workshops, seminars, guest speakers, and retreats on best practices in teaching.
- Supporting faculty in the organization and hosting of international conferences at ACG
- Supporting faculty on visiting teaching fellowships.

The College is an institutional member of the **Faculty Resource Network (FRN)** at New York University. Established in 1984, the Network is an award-winning, nationally recognized faculty development initiative involving over 16,000 faculty members who teach more than 200,000 undergraduate students at a broad cross section of colleges and universities across the United States.

Deree-ACG is also a member of the **Global Liberal Arts Alliance (GLAA)**, an international, multilateral partnership of American style liberal arts institutions with the goal of supporting excellence in liberal arts education on a transnational basis. The Great Lakes Colleges Association, based in Ann Arbor, Michigan, coordinates the activities and projects of the Alliance and was instrumental in its formation. There are presently 27 institutions representing 15 nations in the Alliance membership. GLAA's purpose is to exchange knowledge, expertise and experience among institutions committed to education in the tradition of the liberal arts and sciences.

Deree-ACG's **Teaching and Learning Center (TLC)** focuses on academic staff development. The goals of the TLC are to promote best practice (both US and UK) in pedagogy by



- Offering programs which engage faculty in continuous improvement of Teaching.
- Supporting faculty in professional development in teaching.
- Promoting the value of teaching inside and outside the University Community.
- Encouraging faculty to explore new teaching methods and technologies.

Throughout the academic year the TLC organizes frequent training sessions on pedagogy and encourages faculty to explore developments in teaching technologies and adopt learner-centered practices. Through a dedicated Blackboard container full of material related to classroom needs, which is made available to all DEREI instructors, TLC facilitates faculty efforts to keep up with best practices in pedagogy.

#### 11. Changes made to the programme since last (re)validation

- We turned the taught Level 6 module “Communication Seminar” into the “Communication Thesis” where students work individually with a supervisor in writing a thesis. We eliminated the exam component of the Seminar, making the thesis the only summative assessment.
- We reduced the presence and weight of exams in our module assessments. In many cases we replaced exams with individual papers or projects. In other cases we turned 2-hour final exams into 1-hour midterm exams and reduced their weight in the final marks for modules.
- We created the module CN 3642 Digital Communication (which we would now like to rename “Digital Campaigns”).

Annexe 1: Curriculum map: A) by area and B) by Level

Annexe 2: Curriculum mapping against the apprenticeship standard or framework (delete if not required.)

Annexe 3: Notes on completing the OU programme specification template





**Annexe1 –**

### Curriculum map: A) by area

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular programme learning outcomes.

Programme Outcomes

Levels	Study module/unit: ADVERTISING	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	
4,5,6 required	CN 2005 Introduction to Video Production											X	X	X			X	X			
	CN 2202 Introduction to Media Writing			X					X		X		X	X		X		X			
	CN 2203 Introduction to Public Relations	X	X	X			X											x			
	CN 2227 Introduction to Film and Television Studies	X	X	X	X		X												x		
	CN 2301 Foundations of Contemporary Media	X	X	X	X		X												x		
	CN 2310 Introduction to Advertising	X	X	X	X		X										X		x		
	One module from the social sciences															X					
	CS 1070 Introduction to Information Systems															X		X			
	CN 3521 Communication Theories	X	x	X	x		X		x	X									x		
	CN 3412 Media Ethics (or PH 3010 Ethics)	X	x				X	X													
L5 options	CN 3408 Issues in Context	X	x		x		X			X					x				x		
	CN 4632 Communication Research Methods	x	x				X			X				X					x	X	
	CN 4740 Communication Thesis	x	x				X			X						X			x	X	
	CN 3434 Advertising Strategy and Client Services			X		X		X	x			X		X		x		x	X	X	
	CN 3409 Advertising Copywriting and Evaluation	X		x		X	X				X		X	X		x			X	X	
	CN 3642 Digital Campaigns	X		x		X	X		x		X		X	X				x	X		
	CN 3160 Digital Storytelling					X			x		X	X	X	X		x	X	x			
	L6 options	CN 4800 Creativity in Advertising Campaigns	X				x			X		X		X	X				x	X	X
		CN 4413 Brand Building in Advertising	X							X	X	X	x	X	X		X		x	X	X
		CN 4566 Audience Behavior in Advertising	X			x				X				X	X				x	X	
CN 4545 Making the Short Fiction Film												X	X	X			X	x	X	X	

## Programme Outcomes

Levels	Study module/unit: AUDIO AND VISUAL COMMUNICATION	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	
4,5,6 Required	CN 2005 Introduction to Video Production											X	X	X			X	X			
	CN 2202 Introduction to Media Writing			X					X		X		X	X		X		X			
	CN 2203 Introduction to Public Relations	X	X	X			X											x			
	CN 2227 Introduction to Film and Television Studies	X	X	X	X		X												x		
	CN 2301 Foundations of Contemporary Media	X	X	X	X		X												x		
	CN 2310 Introduction to Advertising	X	X	X	X		X									X			x		
	One module from the social sciences															X					
	CS 1070 Introduction to Information Systems															X		X			
	CN 3521 Communication Theories	X	x	X	x		X		x	X										x	
	CN 3412 Media Ethics (or PH 3010 Ethics)	X	x				X	X													
	CN 3408 Issues in Context	X	x		x		X			X						x				x	
L5 options	CN 4632 Communication Research Methods	x	x				X			X				X					x	X	
	CN 4740 Communication Thesis	x	x				X			X						X			x	X	
	CN 3425 Film Analysis	X	x		x	x	X			X									x		
	CN 3316 Broadcast Journalism and PR			x		X			x		X	X	X	X		x	X	x		X	
	CN/MU 3164 Sound Design			x		X						X		X		x	X				
	CN 3160 Digital Storytelling					X			x		X	X	X	X		x	X	x			
	L6 options	CN 4207 Multimedia Journalism and PR			x		x			x		X	X	X	X			X	x	X	X
		CN 4239 Making the Short Documentary			x		x	X	X			X	X	X	X			X	x	X	X
		CN 4437 Screenwriting					x					X	X	X	X					x	
		CN 4465 American Cinema	x	x		x		X			X									x	
		CN 4545 Making the Short Fiction Film											X	X	X			X	x	X	X

## Programme Outcomes

Levels	Study module/unit: JOURNALISM																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
4,5,6 Required	CN 2005 Introduction to Video Production											X	X	X			X	X		
	CN 2202 Introduction to Media Writing			X					X		X		X	X		X		X		
	CN 2203 Introduction to Public Relations	X	X	X			X											x		
	CN 2227 Introduction to Film and Television Studies	X	X	X	X		X											x		
	CN 2301 Foundations of Contemporary Media	X	X	X	X		X											x		
	CN 2310 Introduction to Advertising	X	X	X	X		X									X		x		
	One module from the social sciences															X				
	CS 1070 Introduction to Information Systems															X		X		
	CN 3521 Communication Theories	X	x	X	x		X		X	X									x	
	CN 3412 Media Ethics (or PH 3010 Ethics)	X	x				X	X												
	CN 3408 Issues in Context	X	x		x		X			X						x			x	
CN 4632 Communication Research Methods	x	x				X			X				X					x	X	
CN 4740 Communication Thesis	x	x				X			X						X		x		X	
L5 options	CN 3311 Fundamentals of Journalism					X			X		X	X				x		x		X
	CN 3316 Broadcast Journalism and PR			x		X			X		X	X	X			x	X	x		X
	CN/ITC 3016 Designing for the Web			x		X						X		X		X	X			
	CN/MU 3164 Sound Design			x		X						X		X		x	X			
L6 options	CN 4207 Multimedia Journalism and PR			x		x			X		X	X	X	X			X	x	X	X
	CN 4533 Investigative Journalism										X	X	X	X		X		x	X	X
	CN 4504 News Culture			x	x		X											x		
	CN 4436 Global Public Relations			x	x	x			X		X	X		X				x	X	X

## Programme Outcomes

Levels	Study module/unit: PUBLIC RELATIONS																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
4,5,6 Required	CN 2005 Introduction to Video Production											X	X	X			X	X		
	CN 2202 Introduction to Media Writing			X					X		X		X	X		X		X		
	CN 2203 Introduction to Public Relations	X	X	X			X											x		
	CN 2227 Introduction to Film and Television Studies	X	X	X	X		X												x	
	CN 2301 Foundations of Contemporary Media	X	X	X	X		X												x	
	CN 2310 Introduction to Advertising	X	X	X	X		X									X			x	
	One module from the social sciences															X				
	CS 1070 Introduction to Information Systems															X		X		
	CN 3521 Communication Theories	X	x	X	x		X		X	X									x	
	CN 3412 Media Ethics (or PH 3010 Ethics)	X	x				X	X												
	CN 3408 Issues in Context	X	x		x		X			X						x			x	
	CN 4632 Communication Research Methods	X	x				X			X				X					x	X
	CN 4740 Communication Thesis	X	x				X			X						X			x	X
L5 options	CN 3428 PR Techniques			x		X		X			X	X	X	X		x	X		X	
	CN 3523 PR and Special Events Planning			x		X												x	X	X
	CN 3316 Broadcast Journalism and PR			x		X			X		X	X	X	X		x	X	x		X
L6 options	CN 3160 Digital Storytelling					X			X		x	X	X	X		x	X	x		
	CN 4326 PR in non-Profit Organizations			x		x			X			X	X	X				x	X	X
	CN 4436 Global Public Relations			x	x	x			X		X	X	X	X				x	x	X
	CN 4470 Corporate Communication	x		x	x		X		X			x	X	X				x	x	
	CN 4667 Crisis Communication	x				x	X			X		x	X	X				x	x	
CN 4207 Multimedia Journalism and PR			x		x				x		X	X	X	X			X	x	x	X

Curriculum map: B) by level

Programme Outcomes

Level	Study module/unit	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
4	CN 2005 Introduction to Video Production											X	X	X			X	X		
	CN 2202 Introduction to Media Writing			X					X		X		X	X		X		X		
	CN 2203 Introduction to Public Relations	X	X	X			X											x		
	CN 2227 Introduction to Film and Television Studies	X	X	X	X		X												x	
	CN 2301 Foundations of Contemporary Media	X	X	X	X		X												x	
	CN 2310 Introduction to Advertising	X	X	X	X		X									X			x	
	One module from the social sciences															X				
	CS 1070 Introduction to Information Systems															X		X		

Programme Outcomes

Level	Study module/unit	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
5	CN 3311 Fundamentals of Journalism					X			x		x	X				x		x		x
	CN 3408 Issues in Context	X	x		x		X			X					x			x		
	CN 3412 Media Ethics (or PH 3010 Ethics)	X	x				X	X												
	CN 3316 Broadcast Journalism and PR			x		X			x		X	X	x	X		x	X	x		X
	CN 3428 PR Techniques			x		X		x			X	X	x	X		x	X		x	
	CN 3434 Advertising Strategy and Client Services			X		X		x	x			X		X		x		x	x	x
	CN 3521 Communication Theories	X	x	X	x		X		x	X									x	



	CN 3523 PR and Special Events Planning			x		X														x	x	x
	CN 3425 Film Analysis	X	x		x	X	X			X										x		
	CN 3409 Advertising Copywriting and Evaluation	X		x		X	x			X		x	X		x						x	X
	CN 3642 Digital Campaigns	X		x		X	x		x		X		x	X							x	x
	CN/MU 3164 Sound Design				x	X						X		X			x	X				
	CN 3160 Digital Storytelling					X			x		x	X	x	X			x	X	x			
	CN/ITC 3016 Designing for the Web			x		X						X		X			X	X				

### Programme Outcomes

Level	Study module/unit	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	
6	CN 4338 Leadership Communication				x		x		x						x	X		x			X
	CN 4800 Creativity in Advertising Campaigns	x				x			X		X		X	x				x	x		X
	CN 4504 News Culture			x	x		x											x			
	CN 4413 Brand Building in Advertising	x							X	X	X	x	X	x		X		x	x		X
	CN 4533 Investigative Journalism										X	X	X	x		X		x	x		X
	CN 4326 PR in non-Profit Organizations			x		x			X			X		x				x	x		X
	CN 4437 Screenwriting					x					X	X	X	x				x			
	CN 4545 Making the Short Fiction Film											X	X	x			x	x		X	X
	<b>CN 4632 Communication Research Methods</b>	<b>x</b>	<b>x</b>				<b>x</b>			<b>X</b>				<b>x</b>				<b>x</b>		<b>X</b>	
	CN 4239 Making the Short Documentary			x		x	x	x			X	X	X	x			x	x	x		X
	CN 4207 Multimedia Journalism and PR			x		x			x		X	X	X	x			x	x	x		X
	CN 4436 Global Public Relations			x	x	x			X		X	X		x				x	x		X
	<b>CN 4740 Communication Thesis</b>	<b>x</b>	<b>x</b>				<b>x</b>			<b>X</b>						<b>X</b>		<b>x</b>		<b>X</b>	
	CN 4465 American Cinema	x	x		x		x			X									x		
	CN 4668 Media Industries: Prod Content and Aud	x	x	x	x	x	x			X									x		

CN 4470 Corporate Communication	x		x	x		x		X			x	X	x				x	x
CN 4667 Crisis Communication	x				x	x		X			x	X	x				x	x
CN 4566 Audience Behavior in Advertising	x			x				X				X	x				x	x

### Annexe 3 - Curriculum mapping against the apprenticeship standard

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular knowledge, skills and behaviours.

Please ammend this mapping to suit Frameworks used within the different Nations if appropriate.

Level	Study module/unit	Apprenticeship standard																								
		K1	K2	K3	K4	K5	K6	K7	K8	S1	S2	S3	S4	S5	S6	S7	S8	B1	B2	B3	B4	B5	B6	B7	B8	
4																										

Level	Study module/unit	Apprenticeship standard																								
		K1	K2	K3	K4	K5	K6	K7	K8	S1	S2	S3	S4	S5	S6	S7	S8	B1	B2	B3	B4	B5	B6	B7	B8	
5																										



Level	Study module/unit	Apprenticeship standard																									
		K1	K2	K3	K4	K5	K6	K7	K8	S1	S2	S3	S4	S5	S6	S7	S8	B1	B2	B3	B4	B5	B6	B7	B8		
6																											

## Annexe 2: Notes on completing programme specification templates

- 1 - This programme specification should be mapped against the learning outcomes detailed in module specifications.
- 2 – The expectations regarding student achievement and attributes described by the learning outcome in section 3 must be appropriate to the level of the award within the **QAA frameworks for HE qualifications**: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/Pages/default.aspx>
- 3 – Learning outcomes must also reflect the detailed statements of graduate attributes set out in **QAA subject benchmark statements** that are relevant to the programme/award: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx>
- 4 – In section 3, the learning and teaching methods deployed should enable the achievement of the full range of intended learning outcomes. Similarly, the choice of assessment methods in section 3 should enable students to demonstrate the achievement of related learning outcomes. Overall, assessment should cover the full range of learning outcomes.
- 5 - Where the programme contains validated **exit awards** (e.g. CertHE, DipHE, PGDip), learning outcomes must be clearly specified for each award.
- 6 - For programmes with distinctive study **routes or pathways** the specific rationale and learning outcomes for each route must be provided.
- 7 – Validated programmes delivered in **languages other than English** must have programme specifications both in English and the language of delivery.