

<p>Students must take all of the following:</p> <p>APM1000 Brands, Media and Society</p> <p>APM1200 Content Design</p> <p>APM1001 Creative Advertising</p> <p>APM1002 Public Relations Practice</p>	<p>There are no option modules for year one / level 4</p>	<p>All students must gain 120 credits at level 4 to include non-compensable modules</p>
<p>Level 5 (2)</p>		
<p>COMPULSORY an Society</p>	<p>OPT/la1</p>	<p>12.60 0 Td(OP)18 (s2S1-)JEMC L0.005 Tc 1E 11.04 0 0 1</p>

<p>Students must take all of the following:</p> <p>APM3000 Independent Project</p> <p>APM3001 Digital Advertising</p> <p>APM3002 Social Media and Public Relations</p>	<p>Students must also choose one from the following:</p> <p>APM3003 Campaigns and Social Impact</p> <p>APM3004 Entrepreneurship</p> <p>APM3005 Place Branding and International Diplomacy</p>	<p>All students must gain 120 credits at level 6 to include non-compensable modules</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
Level 4	All
Level 5	APM2000, APM2001, APM2002
Level 6	APM3000, APM3001, APM3002

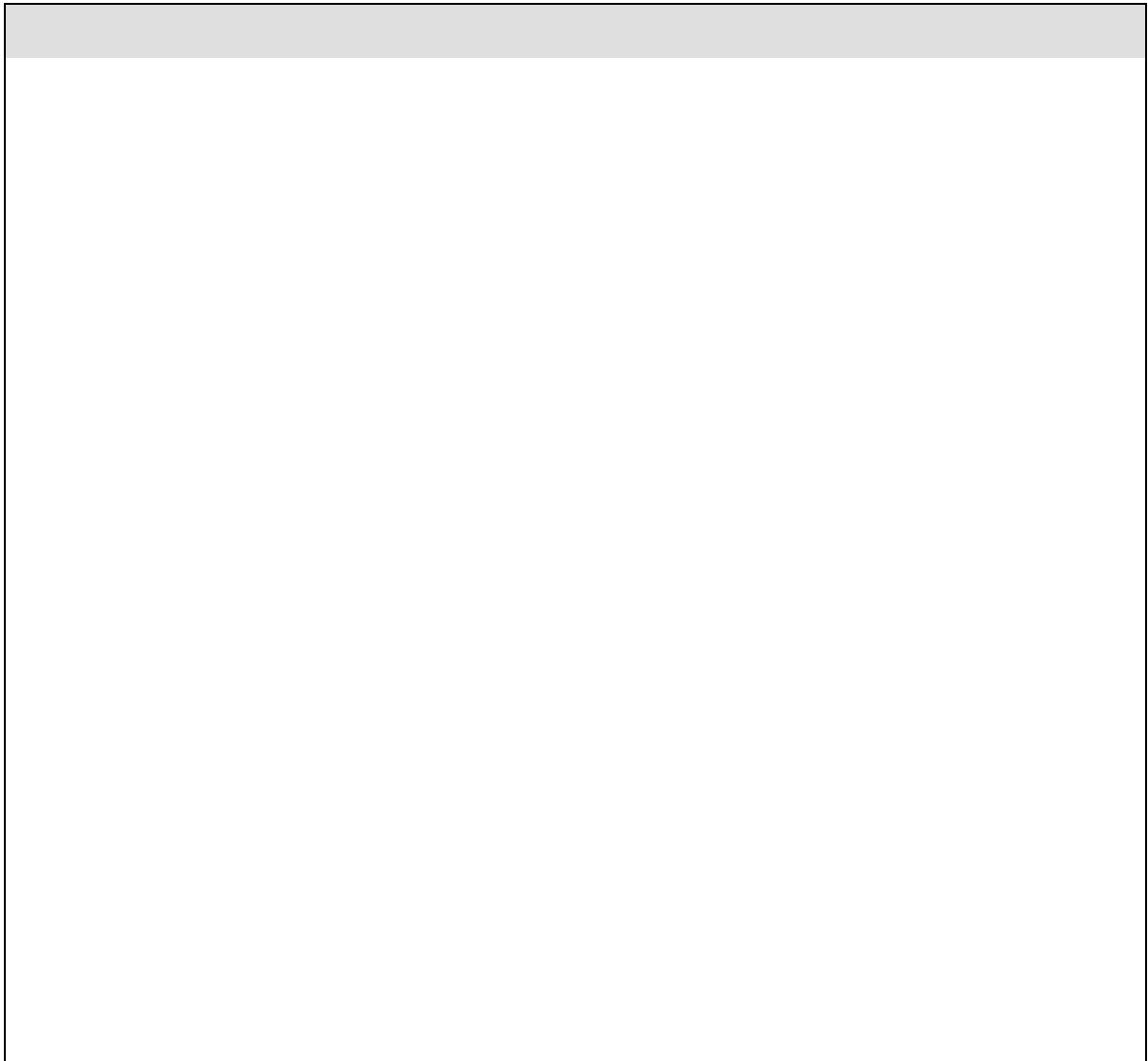
13. Curriculum map

See attached.

6 iM/5 TDQAPoQA

14. Information about assessment regulations

The programme conforms to all Middlesex University assessment regulations. See





Appendix 2: Curriculum Map

Curriculum map for *BA Advertising, PR and Branding*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The history, practices and processes of the modern advertising, PR and branding industries (including research, planning, accounts and creative) in the context of contemporary media and creative industries	C1	Synthesize and evaluate information from primary and secondary research for the purpose of formulating research questions, producing essays, reports, presentations and dissertations
A2	How different modes of qualitative and quantitative research informs both the theory and practice of advertising, PR and branding	C2	Draw on primary and secondary research to plan, produce and evaluate: creative ideas, campaigns and content in different media
A3	The way in which promotional strategies and techniques produce cultural meanings and social and political effects	C3	Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection
A4	The practical and commercial considerations of brand design and management in a variety of industry sectors	C4	Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres (e.g. advertising copy; press releases; brand design)
A5			

