1. **Title of the module**

MSTU3020 (MS302) – Promotional Media

1. **Division or partner institution which will be responsible for management of the module**

Division of Arts and Humanities

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

N/A

1. **The course(s) of study to which the module contributes**

BA Media Studies and related programmes

BA Film and related programmes

BSc Marketing and related programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate an understanding of different types of public relations, advertisement and/or marketing practices in the media & culture industries, including their historical developments and current implications

8.2 Demonstrate an awareness of academic critiques of promotional media, such as the ethical dilemmas surrounding media marketing and advertisements practices, and the troubled relationship between public relations and democracy

8.3 Apply acquired knowledge via practical engagement with tasks associated with promotional media practice, such as writing press releases and/or designing a social media campaign

8.4 Discuss how the development of new technology, and new media formats, such as social media and spreadable media, has shaped and transformed promotional media practices

8.5 Demonstrate knowledge of media strategies and issues related to influencing public opinion and consumer choices, including through analysis of key case studies

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1. Engage in meaningful debate about issues and practices within their degree area;

9.2 Demonstrate understanding of key concepts within relevant academic literature;

9.3 Demonstrate research skills, including the ability to assess the merits of, and make critical judgments in relation to, academic and non-academic sources of information;

9.4 Demonstrate written communication skills;

9.5 Demonstrate an ability to prepare and deliver cohesive and convincing arguments in writing and/or verbal form;

1. **A synopsis of the curriculum**

Media are indispensable tools for businesses and organisations in the creative industries to create awareness and promote themselves and their products. The introduction of new digital media in the last quarter century has altered the shape and forms of these promotional tools, e.g., paid social media, transmedia merchandising, influencers or product placement. This module provides an introduction to the promotional media and their key current forms, specifically focussing on different types of public relations, marketing and advertising practices in the media and culture industries. Alongside theoretical reflection and the critical analysis of key case studies, students will apply their knowledge about promotional media in their own independent projects.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Butterick, K. (2011) *Introducing Public Relations, Theory and Practice*, Sage

Davis, A. (2002) *Public Relations Democracy: Politics, Public Relations and the Mass Media in Britain*, Manchester UP

Grainge, P. & Johnson, C. (2015). *Promotional Screen Industries*. London: Routledge.

Kerrigan, F. (2017). *Film Marketing*. 2nd ed. London: Routledge.

Leung, V., Cheng, K., & Tse, T. (Eds.). (2017). *Celebrity culture and the entertainment industry in Asia: Use of celebrity and its influence on society, culture and communication*. Intellect Books.

Perse, E. M., & Lambe, J. (2016). *Media effects and society*. Routledge.

1. **Learning and teaching methods**

Total contact hours: 22

Private study hours: 128

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual Project (1500 words) 40%

Digital Portfolio 60%

13.2 Reassessment methods

Like for like

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| **Private Study** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| seminar | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| lectures | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Individual project | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Digital Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

This module will not only examine promotional media in Western contexts, but also public relations, advertisement and/or marketing practices in non-Western contexts. Another focus is the internationalisation of the media industry, critically analysing how can it impact promotional media activities. Some of the key readings in the module are produced by non-Western scholars.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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