



Manchester
Metropolitan
University

BA (Hons) Public Relations and Digital Communications Management

Full-time, Sandwich and Exchange
2012 Entry



In today's digital age and 24/7 information culture, websites, blogs, social media and online videos can turn a local news story into a global talking point, make or break reputations, build brand recognition and inject a 'must-see' dimension to marketing campaigns. This degree is designed to enable you to become a savvy PR professional who can manage and maximise these opportunities.

This degree has been developed in close co-operation with practitioners from the communications industry. It combines PR and marketing practice with the theoretical concepts that inform good practice, and develops your management skills.

Our experienced PR and marketing staff will show you how to identify stories, generate content and develop marketing campaigns that make the best use of different media including print (newspapers and magazines), broadcast

(television and radio), social media (Facebook, Twitter, LinkedIn, YouTube) and online media (websites and search engine optimisation). Your studies will cover both mass market media that reach a broad range of audiences and sector-specific niche media.

Your understanding of how different organisations use PR to manage their brand and build relationships with key stakeholders such as employees, customers and local communities is developed through case study analyses

and by meeting industry practitioners who contribute to this programme as guest lecturers. You will also learn about campaign planning, strategy development and specialist areas of PR activity such as crisis management and lobbying.

Interactive assignments enable you to develop your writing, marketing and media skills and develop your transferable skills in team work, prioritisation and time management.

Fact File

Full/Part-time:

Full-time

UCAS Codes and Duration:

NP52 3 year full-time programme

NP5F 4 year sandwich programme

PP21 4 year exchange programme

Institution Code:

M40

Course Content and Structure

The diagram below shows the structure and indicative content of this degree. We are in the process of confirming the optional units and information will be posted to the University's eProspectus when it is ready, www.mmu.ac.uk/study.

Year 1

Principles of Marketing	The Responsible Marketer	Public Relations Theory and Practice	Digital Media and Marketing Platforms
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Year 2

Consumer Behaviour and Culture	Brand Management	PR Strategy and Campaign Planning	Optional Unit
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Placement (for sandwich route only)
Exchange (for exchange route only)

Final Year

Strategic Marketing Management	Core Optional Unit or Research Project	Digital and Social Media Marketing Communications Management	Optional Unit
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We regularly check the content of our courses and adapt them to ensure they prepare our students for graduate careers. Consequently, the information provided here and throughout this brochure is indicative and may change.

Special Features

- We are a Public Relations Consultants Association (PRCA) Partner University and you will be able to tap into a comprehensive range of free benefits, which includes unlimited access to PRCA online training courses, best practice tools and information about current work placements and graduate training scheme opportunities. www.prca.org.uk

- The sandwich route provides the opportunity to work for a year, applying your studies to real-life marketing and PR roles and 'testing' possible career paths.
- This degree is part of our portfolio of marketing and advertising courses, which have strong links with the Chartered Institute of Marketing (CIM).
- There are opportunities to develop your writing and editorial skills by contributing to Pulp, the Students' Union magazine, <http://mmupulp.wordpress.com>

Sandwich Placements

A course with a sandwich route provides the opportunity to work for an organisation as part of your degree. This work experience is commonly referred to as a placement and you are usually paid a salary by your placement employer. The placement must be a minimum of 36 weeks but will usually last for 12 months and takes place after your second year of study.

If you choose the sandwich route, our Placement Office will help you find your placement. Our dedicated team has over 25 years' experience of matching students with employers and has been rated by students as one of the top four placement services in the UK (National Placement and Internship Awards 2010 and 2011).

The services they provide include:

- Organising an annual placement and career development fair where you can meet employers who have placement opportunities and graduate vacancies.
- Advertising over 1,000 vacancies from local, national and international employers each year.
- Delivering CV workshops that provide advice and tips about what to include in a CV and how to present yourself to your best advantage.
- Providing one-to-one advice about writing cover letters, CVs and application forms for the jobs you are interested in.
- Conducting mock interviews so that you can practice your interview technique and receive feedback on your performance.

It is your responsibility to be pro-active and apply for placement opportunities.

“The course is both creative and analytical, and employers are increasingly looking for graduates who are both.”

Michael Boyle, final year BA (Hons) Advertising Management and Brand Management student

The placement jobs market is competitive and we recommend that you start researching companies and opportunities during your first year and apply for positions from the start of your second year.

When you are on placement, one of our tutors will keep in contact with you and will liaise with your employer. You will also be encouraged to identify a work-based issue that you can explore and develop into a research project in your final year. The placement is not formally assessed but it must be satisfactorily completed.

Research indicates that students who undertake a sandwich year as part of their studies are more employable. In 2010, 93% of Business School graduates who had completed a placement and were in employment were in graduate occupations. For more information about our Placement Office please see www.business.mmu.ac.uk/placements

Exchange

If you choose the exchange route you will spend a year studying abroad at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy, Spain, Czech Republic, Cyprus, Lithuania, Holland or Denmark. For certain European countries (France, Germany, Italy and Spain) it is advisable that you have some basic knowledge of the language before you travel although language lessons are provided by our partner institutions.

There are many benefits to the exchange route including broadening your cultural understanding, studying at another university, having the opportunity to travel in your chosen country before or after

the academic year, and developing your language and communication skills. If you choose to study in a European country you are likely to be eligible* for Erasmus funding and no fees are payable for the exchange year.

**Students (classed as International for tuition fee purposes) undertaking any part of their academic year abroad under the Erasmus scheme will be charged full fees as stated in the University fees list.*

Assessment

The course is assessed by a balance of assignments and examinations. From your second year onwards, these marks may go towards determining the final classification of your degree from Manchester Metropolitan University.

There will be a mixture of individual and group work. Types of assessment may include report writing, essays, presentations, business scenarios/case studies, poster presentations, portfolio work and reflective study activities.

The sandwich placement is not formally assessed but must be completed satisfactorily.

Student Experience

This is a new degree, however, students studying on our established BA (Hons) Advertising Management and Brand Management course, which has similarities to this degree, have been impressed with their study experience in the Business School:

“The course has opened my eyes to how the industry works and has inspired me to look at different avenues, especially online marketing. There are brands all around us, and this course allows the individual to relate to the subject, that’s what is so interesting about it. You will never

be able to look at adverts or brands in the same light again. The course is both creative and analytical, and employers are increasingly looking for graduates who are both.

“The course opened doors for me – I have even pitched ideas to the CEO of L’Oreal. Representing the UK at the L’Oreal Brandstorm International Finals in Paris, my team and I entered a competition to develop a new product and were the winners of the UK Finals. During the summer I have done paid work experience in L’Oreal’s London office working on New Media projects for the Maybelline New York and Garnier brand. Now I am nearing the end of the course, I have been invited for interviews by LEGO, ExxonMobil, Publicis and Estee Lauder and I feel confident and optimistic about my future prospects.”

Michael Boyle, final year BA (Hons) Advertising Management and Brand Management student

Career Development Opportunities

91%* of business, management and marketing graduates go straight into employment and/or further study.

**DHLE survey 2009 for all respondents available for employment or further study and whose destinations are known.*

This programme aims to prepare you for careers in the advertising and marketing sectors. You will learn to work with creatives, media buyers and clients in developing communications campaigns. Recent graduates from our Advertising Management programmes have gone on to employment in the advertising, public relations, manufacturing and retail sectors.



As this is a new course, we have no records of previous students, however students studying BA (Hons) Advertising Management and Public Relation have gained employment in the following job roles; Sainsbury's Marketing Graduate Trainee, Marks and Spencer Business Analyst, O2 Marketing Assistant, HSBC Equity Analyst, Asda Graduate Trainee, Toni and Guy Opticians Co-Creator.

Tuition Fees and Financial Support 2012 Entry

We passionately believe that going to university is a real investment in your future. If you wish to follow a professional or vocational career and benefit from all the opportunities and rewards that this can offer, then going to university remains the best and most direct way of achieving this.

UK/EU students

Tuition fees have increased for 2012 entry because government funding for higher education has been cut. However, the existing system of loans and grants has also been extended and improved to assist students in going to university. Your fees can be paid for by applying for a tuition fee loan and you will not have to pay any fees upfront. You do not have to start making repayments on student loans until the April after you graduate and only then if you are earning over £21,000.

The tuition fee for this programme for 2012 entry will be £8,000. If you are following the sandwich route, the cost of your placement year in 2014/15 is still to be determined. As a guide, the placement fee was £680 in 2012/13, and has historically increased by around 2.5% each year. This is subject to change, so please check our website www.finance.mmu.ac.uk/students to determine the exact fee before you start your sandwich year.

Further information about fees, funding support and the University's £3,000 student support package for first year, full-time, first degree undergraduates whose household income is up to and including £25,000 is available from www.mmu.ac.uk/fees

International students

The tuition fees for students who do not qualify for UK or European Union (EU) status is £10,000 (2012 entry).

There are a number of organisations that award scholarships to international students. Many of these scholarships are awarded a year in advance so you are advised to start your research at least 18 months before you plan to start your course. In addition, the University has a limited number of partial scholarships which are made through the Vice-Chancellor International Scholarships scheme. Please see www.mmu.ac.uk/international/scholarships for more information.

Typical Entry Requirements

UCAS tariff points

280 points at A2 or an acceptable alternative such as BTEC National at Level 3.

Non tariffed qualifications

A relevant Access to HE Diploma will be considered for entry to this course.

International Baccalaureate
28 points

Specific subjects required

Level 2 (eg GCSE)
GCSE grade C, or acceptable alternatives, in English language and mathematics.

International students

Country-specific information about many international qualifications is available on our website at www.mmu.ac.uk/international

English language requirements

International students must achieve IELTS 6.0 with a minimum score of 5.5 in each unit (or an equivalent standard in an acceptable alternative such as TOEFL).

How to Apply

Application for all of our full-time undergraduate programmes is through UCAS. Please submit your application online at www.ucas.com.

Please contact UCAS' applicant helpline on 0871 468 0 468 if you have any queries or problems using the online application system.

Further information

For information about our staff and the £75 million Business School in which you will be studying, visit www.business.mmu.ac.uk

Additional course and study information is available on our eProspectus, www.mmu.ac.uk/study

Full contact details for our Course Enquiries team, including telephone numbers and email addresses, are available from www.mmu.ac.uk/study/undergraduate/contact