



Queen Margaret University  
EDINBURGH

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement **(BS)**

<b>1</b>	<b>Awarding Institution</b>	Queen Margaret University
<b>2</b>	<b>Teaching Institution</b>	Queen Margaret University
<b>3</b>	<b>Professional body accreditation</b>	Chartered Institute of Public Relations Public Relations & Communications Association
<b>4</b>	<b>Final Award</b>	BA (Hons) Public Relations and Marketing Communications
	<b>Subsidiary exit awards</b>	Certification of Higher Education level 7 Diploma of Higher Education level 8 BA Public Relations and Marketing Communications level 9
<b>5</b>	<b>Programme Title</b>	BA (Hons) Public Relations and Marketing Communications
<b>6</b>	<b>UCAS code</b> (or other coding system if relevant)	P211
<b>7</b>	<b>SCQF Level</b>	10
<b>8</b>	<b>Mode of delivery and duration</b>	Full time 4 years (Part time 6 years)
<b>9</b>	<b>Date of validation/review</b>	9 May 2019

## 10. Educational Aims of the programme

1. To offer high quality education for professional communication practitioners based on an interdisciplinary approach.
2. Develop a deeper understanding of the relevant body [ -Á } [ , | ^ â \* ^ Á } á Á ċ á ^ } • q ^ ! • [ ] } q Á and professional skills in order to contribute to the development of the subject area, field and profession of PR and Marketing.
- 3.



D2. Collate, organise



**Assessment formats for core modules on BA (Hons) PR & Marketing Communications**

<b>Core Modules PR &amp; Marketing Communications Programme</b>	<b>Credit value</b>	<b>Assessment Format</b>
<b>LEVEL 1</b>		



## Programme Structure for BA (Hons) PR and Marketing Communications

Level 1	Sem 1	Studying Media and Communications (20 credits)	Introduction to Marketing (20 credits)	Media Production: Skills and Techniques
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course successfully within the normal duration of the course. In processing applications for this programme the standard precepts of the University Admissions Regulations apply. Full details of both the admissions policy and contextualised admissions policy can be found at:

<https://www.qmu.ac.uk/about-the-university/quality/committees-regulations-policies-and-procedures/regulations-policies-and-procedures/>

Standard entry requirements for BA (Hons) PR & Marketing Communications is as follows:

Scottish Higher: Standard: BBBB

Minimum: BCC

A Level: BCC

Irish Leaving Certificate: H2 H3

International Baccalaureate: 28 points

International: IELTS of 6.0 with no element lower than 5.5.

Required subjects: English or Media Studies preferred at Higher/ A Level. English required and Maths preferred at Nat 5/GCSE.

Mature/Access: Related Access course . see [www.qmu.ac.uk/college-qualifications](http://www.qmu.ac.uk/college-qualifications)

We welcome applications from mature students with other relevant qualifications and/or experience.

Direct Entry for BA (Hons) PR & Marketing Communications is as follows:

#### **Year Two**

- HNC/ HND: HNC/ HND in a related subject with B/CB in the graded unit
- Scottish Higher: BC at Advanced Higher in relevant subjects plus BB at Higher
- A Level: BBB in relevant subjects

#### **Year Three**

- HND in a related subject with CB in the graded units
- For details of related HNC and HND courses, see [www.qmu.ac.uk/college-qualifications](http://www.qmu.ac.uk/college-qualifications)

#### ***Non-standard Entry***

While the centralised admissions team will manage applications for standard entry, applications for non-standard entry will be assessed by the Programme Leader to ensure consistency of decision-making in such cases. An interview with the applicant may be arranged in order to gather evidence. Entry would normally be based on the following criteria:

Appropriate industry experience in PR and/or Marketing communications

Recent study at FE or HE

Ability to write a short essay/produce report on appropriate topic

Applications for entry with general advanced standing (i.e. credit for previous study) are referred to the Programme Leader for assessment. Credit is given for learning outcomes achieved through previous learning. Normally, credit given will be specific rather than general, i.e. on a subject for subject basis. Students wishing to gain credits through APEL will be asked to demonstrate that they have met the learning outcomes of specific modules. They can do this by sharing a portfolio of evidence supported by a narrative.

#### ***English Language Requirements***

Applicants must be able to communicate in English to a standard that is equivalent to level 6.0 of the International English Language Testing System (IELTS), with no element below 5.5.



## ***Applicants with Disabilities***

The University welcomes a diverse learning community and aims to support all students to participate fully in their studies and in University life. Applicants are strongly advised to declare any disability on their application. All applicants who have declared a disabili

## 18. Quality Assurance arrangements