

BA/BA (Hons) Public Relations and Marketing Communications

September 2020 entry

Here you can read about Teaching and Learning Activities and Assessment Activities. We believe this will give you a good indication of what the course will be like, but the exact balance of activities may differ depending on the academic year and on the modules you choose.

Teaching and Learning Activities

Our Teaching and Learning Activities are focused on building your confidence, developing your problem-solving skills and preparing you for a successful career. Here you can read about how much time you should expect to spend undertaking these activities for this course along with a general description of the activity for all courses.

Teaching

Year 1	Year 2	Year 3	Year 4
14%	13%	16%	8%

You are taught through a combination of lectures, seminars and in some cases practical workshops or laboratories. Seminars enable you to discuss and develop your understanding of topics covered in lectures in smaller groups.

Independent Learning

Year 1	Year 2	Year 3	Year 4
86%	87%	84%	79%

When not attending lectures, seminars, practicals or other timetabled sessions you will be expected to continue learning independently through self-study. Typically, this will involve reading journal articles and books, working on individual and group projects, undertaking research in the Learning Resource Centre, preparing coursework assignments and presentations, and preparing for examinations. Your independent learning is supported by a range of excellent facilities, including the Learning Resource Centre and the Hub.

Placement

Year 1	Year 2	Year 3	Year 4
0%	0%	0%	13%

Courses with placements give you the opportunity to put what you are learning into practice and to observe and work with a wide range of individuals and groups of people in diverse settings. Some courses offer placement opportunities in the UK and overseas.

Assessment Activities

Assessment Activities provide you with opportunities to test your understanding of the subject and receive feedback on your performance. Here you can read about how much of your final mark is based on each type of formal assessment for this course along with a general description of the activity for all courses.

Exams

Year 1	Year 2	Year 3	Year 4
17%	0%	0%	0%

Assessment by written examinations normally takes place at the end of each module or semester, but they may also happen during modules.

Coursework

Year 1	Year 2	Year 3	Year 4
52%	90%	88%	100%

Coursework assessments take place in a variety of ways, including assignments, essays, reports, portfolios, project output and your level 4 Honours project. We aim to provide you with feedback on your assessment within 20 working days of the submission date.

Practical

Year 1	Year 2	Year 3	Year 4
32%	10%	12%	0%

Practical assessments can include oral presentations, performance, practical skills assessment, costume design and construction, film making, lab work or clinical practical skills depending on the nature of the course.