



**Bournemouth
University**

BA (Hons) PR

BA (Hons) Advertising

BA (Hons) Marketing Communications

BA (Hons) Politics

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The Faculty of Media & Communication

Webinar content

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BA (Hons) Public Relations

Is this the course for me?

We're proud to be recognised as the longest-established Public Relations course in the UK, and as such it is widely recognised as one of the best in the country. Every organisation, regardless of size or location in the world, needs to communicate effectively with its customers, business partners, media and the public. This course prepares you to be world class strategic communicators.

On this engaging and exciting course, you'll cover the theoretical and practical sides of PR, as well as spending 30 weeks on a placement with a professional organisation. This combination of a strong theoretical grounding and plenty of practical experience means that you'll be ready to take on a variety of roles in this dynamic industry when you graduate.

What makes this course different?

- This course is accredited by the Chartered Institute of Public Relations so you can also leave us with professional qualifications that will make you stand out in a competitive jobs market.
- Bournemouth University is a formal partner with the PR Consultants Association (PRCA). Students' benefits include free access to online training materials, discounted training courses, student prices and mentoring from PR practitioners
- 85% of our graduates are in a professional/managerial job six months after graduation.

Key Information

Duration and delivery:

4 years, including a minimum 30-week work Placement

Entry requirements:

112-120 tariff points

Required subjects:

None

If English is not your first language:

IELTS (Academic) 6.5 with minimum 6.0 in each component, or equivalent

Accreditation:

Chartered Institute of Public Relations (CIPR) and Public Relations Consultants Association (PRCA)

BA (Hons) Advertising

Is this the course for me?

This course is an excellent opportunity to learn about various aspects of the advertising industry, providing you with a thorough understanding of the strategy, development and planning of advertising in conjunction with other marketing activities.

You'll also discover how to develop strategic responses to advertising and marketing communications problems, giving you a well-rounded set of skills.

This isn't a creative/design/graphics course. What it will give you is a strong grounding in the management process behind advertising, allowing you to enter a diverse range of roles within the sector.

What makes this course different?

- You'll have the opportunity to achieve CIM professional qualifications
- Great opportunities to engage with industry, as well as guest lectures and masterclasses from industry experts
- 91% of students on this course thought our staff made the subject interesting.

Key Information

Duration and delivery:

4 years, including a minimum 30-week work Placement

Entry requirements:

112-120 tariff points

Required subjects:

None

If English is not your first language:

IELTS (Academic) 6.5 with minimum 6.0 in each component, or equivalent

Accreditation:

Awarded Graduate Gateway status by the Chartered Institute of Marketing (CIM)

BA (Hons) Marketing Communications

Is this the course for me?

Marketing communications has become an essential part of any organisation in today's modern world, with businesses and brands expected to interact with their customers, partners and the public like never before.

As a student on this exciting and ambitious course you'll gain a complete and comprehensive understanding of marketing communications, consumer behaviour, branding, customer relationships and digital communications. What's more we'll help you place the knowledge you gain into the wider context of the media and contemporary communication issues, allowing you to create comprehensive marketing strategies across a range of channels and market types, perfectly preparing you for work in this fast-paced environment.

What makes this course different?

- Bournemouth University has joined forces with the Chartered Institute of Marketing to give our students the opportunity to gain professional qualifications through the CIM Graduate Gateway.
- 91% of graduates are in work or further studies within six months of graduation.

Key Information

Duration and delivery:

4 years, including a minimum 30-week work Placement

Entry requirements:

112-120 tariff projects

Required subjects:

None

If English is not your first language:

IELTS (Academic) 6.5 with minimum 6.0 in each component, or equivalent

Accreditation:

Awarded Graduate Gateway status by the Chartered Institute of Marketing (CIM)

BA (Hons) Politics

Is this the course for me?

Politics is constantly evolving and changing. In our digital age the media plays an increasingly important role in political elections, campaigns and conflicts all over the world. On this course you'll develop a clear understanding of UK and international politics, gaining the critical and practical skills you need to engage in modern politics.

Combining insights from political science, sociology, psychology, history and philosophy, you'll learn to evaluate politicians, political systems and organisations. This course also examines the opportunities and challenges that come with doing politics in a hyper-mediated environment.

What makes this course different?

- You will learn from internationally recognised media and politics experts with years of practical experience working in political journalism, campaigning, and advocacy.
- You will develop a global perspective inside the classroom through a curriculum designed to consider political and media systems all over the world. Outside the classroom you can expand this knowledge through study abroad opportunities and a range of internationally focused activities on and off campus.

Key Information

Duration and delivery:

3 years including a 6-week placement, or 4 years including a minimum 30-week placement

Entry requirements:

104 tariff points

Required subjects:

None

If English is not your first language:

IELTS (Academic) 6.5 with minimum 6.0 in each component, or equivalent

Why study at BU?

- **Guest lectures and industry contacts with top agencies such as Edelman, Weber – Shandwick**
- **Great reputation - some employers will only recruit students from BU**
- **Courses are a combination of theory and practice – opportunity to work on live briefs**
- **Teaching staff engage in research, have industry experience and some are members of professional bodies**
- **Huge network of companies offering placements to BU students – Harrods, Panasonic, Porsche**
- **Recognised by the CIM Graduate Gateway – additional quals available and exemptions post-graduation**
- **Students graduate from these courses with a portfolio of experience, both academic and a year's practical experience in the industry, a respected degree and a platform to be innovators in their field.**

Support available

Specialist International Student Support Officer providing dedicated one to one Academic and Pastoral support both pre and post arrival at BU.

Disability & Additional Learning Support

Language Centre

Library & Learning Support

Study Support

Academic writing

Critical analysis

Exam and revision techniques

Presentations

Referencing

Avoiding plagiarism

Health and wellbeing

Chaplaincy/Counselling

Medical Centre

A great place to live...



We are in a great location, so Bournemouth is a great place to study and live.

There is plenty for students to do off-campus; with fantastic beaches and water-sports opportunities, including Poole Harbour (the largest in Europe), the Bournemouth International Centre, numerous cinemas, health clubs, and shopping centres - all of this and BU is only two hours from

**Thank you for joining me for this
webinar presentation..**

Any Questions ?