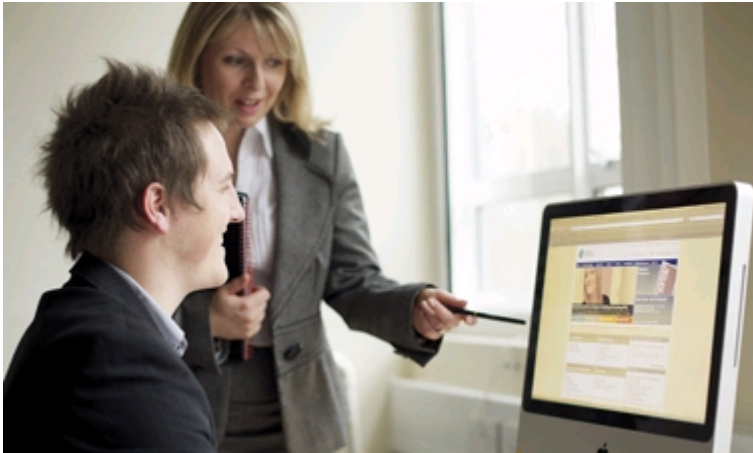


Advertising Degrees BA (Hons)



Our Advertising courses have been written by advertising practitioners to focus on the practical management of advertising from both the client and agency perspectives. This means that you do not need a design or creative background.

You can study our Advertising BA (Hons) course as Single Honours, or can choose to combine it with Business and another (specialist) option through our Business Pathway degree options. You will explore psychological, operational and strategic aspects of advertising, branding and campaign planning.

You will be encouraged to discover your own areas of greatest potential via an applied (real world) learning experience with hands-on practical assignments. You will develop a genuine passion for advertising and the skills to help you 'make it' in a competitive industry. During your course you will also have the opportunity to take a paid placement year in industry and study overseas at one of our partner universities in the USA, Canada, Australia, New Zealand or Europe.

You can choose from a suite of nine Single Honours degrees as below:

Course combinations and UCAS codes

[Advertising BA \(Hons\) N561 BA/Ad](#)

This degree, with its particular focus on branding and contemporary issues, enables you to mark yourself out as a dedicated student of advertising.

[Marketing, Advertising & Public Relations BA \(Hons\): NP5F BA/MAPR](#)

This prepares you for an exciting career on either the client or agency side of the marketing communications industry. It is recognised by the Chartered Institute of Public Relations (CIPR), confirming that course content has been assessed to provide relevant skills and knowledge development towards a career in public relations or communications.



BA (Hons) Business degrees with a pathway in Advertising:

These degrees enable you to study advertising alongside another business function or management discipline. They are a good choice if you would like to vary your study programme and have the opportunity to progress to a broader management role.

[Business, Advertising & Human Resource Management BA \(Hons\): NN56 BA/BAAdHRM](#)

[Business, Accountancy & Advertising BA \(Hons\): N000 BA/BAA](#)

[Business, Economics & Advertising BA \(Hons\): LN15 BA/BEAd](#)

[Business, Entrepreneurship & Advertising BA \(Hons\): NN51 BA/BEAd](#)

[Business, Management & Advertising BA \(Hons\): NN25 BA/BMAd](#)

[Business, Advertising & Public Relations BA \(Hons\): NP52 BA/BAAdPR](#)

[Business, Marketing & Advertising BA \(Hons\): NND5 BA/BMktAd](#)

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

For the latest information, check the UCAS website at www.ucas.com

Study options

If you wish to focus intensely on advertising as a specialist subject, the Advertising BA (Hons) is the best option for you. You can also choose to study the specialist Marketing, Advertising & Public Relations BA (Hons) degree, or study advertising alongside another business function or management discipline.

The Advertising degrees are flexible - the first year is integrated, which means that the modules you study will be the same whichever pathway you have chosen, allowing you to change to an alternative course after your first year.

These courses are available to study as a 3-year full-time or 4-year sandwich course, with the opportunity to take part in a work placement year.

Get in touch

John Gardener

Business School Admissions Tutor

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Helen Shaw

Course Leader

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Admissions Office

01905 855111

admissions@worc.ac.uk

280 UCAS Tariff points and Grade C in GCSE English Language and Mathematics

The University will consider each application on its individual merits and will recognise a range of qualifications not currently included in the Tariff, including Access courses, European Baccalaureate and pre-2002 qualifications such as GNVQ. Please contact the Admissions Office for advice.

Further information about the UCAS Tariff can be obtained from www.ucas.com

Applicants with no formal qualifications may be considered for Mature Student Entry Routes.

Course structure

Download our [module diagrams document](#) to view our course structures in detail. Click on the links in the contents to view a specific course, or browse the complete document for information on all our pathways.

Undergraduate Prospectus



The Worcester Business School prospectus is available to [read online](#) or as a [downloadable PDF](#).



Modules for Advertising BA (Hons)

Year 1

The Business Professional

Marketing Concepts

Financial Concepts

Creative Concepts

Management Concepts

Economic Concepts

Issues in Advertising

Year 2

Business Ethics

Advertising & the Mind of the Consumer

Customer Behaviour

Marketing Communications Development

Advertising Management

Interactive Marketing

Two modules of your choice

Optional 1 Year Business Placement between Year 2 and Year 3

Year 3

Enhancing Organisations & Employability

Advertising Campaign Strategy

Brand Management

Contemporary Marketing Strategy

Contemporary Developments in Advertising

Independent Study (over two semesters)

Modules for Marketing, Advertising & Public Relations BA (Hons)

Year 1

The Business Professional
Marketing Concepts
Financial Concepts
Management Concepts
Economic Concepts
Two modules of your choice

Year 2

Business Ethics
Customer Behaviour
Advertising & the Mind of the Consumer
Public Relations Practice
Marketing Communications Development
Interactive Marketing
Advertising Management
Public Relations and Campaigning

Year 3

Enhancing Organisations & Employability
Contemporary Issues in Marketing
Advertising Campaign Strategy (over two semesters)
Public Relations and Society
Global Business Strategy
Contemporary Marketing Strategy
Selling the Prime Minister

Modules for BA (Hons) Business degrees with a pathway in Advertising

Year 1

Economic Concepts
Financial Concepts
Management Concepts
Marketing Concepts
The Business Professional
Two modules of your choice

Year 2

Advertising & the Mind of the Consumer
Advertising Management
Business Ethics
Creative Problem Solving
Customer Behaviour
Financial Accounting & Analysis
Human Resources: Context & Practice
Interactive Marketing
Macro Economics
Management Accounting & Finance
Managing People & Performance
Micro Economics
Operations Management
Project Management
Public Relations & Campaigning
Public Relations Practice
Small Organisation Development

Business module of your choice
Two modules of your choice

Optional 1 Year Business Placement between Year 2 and Year 3

Year 3

Advanced Management Accounting

Advertising Campaign Strategy

Contemporary Global Systems

Contemporary Issues in Marketing

Contemporary Marketing Strategy

Corporate Finance

Economics of Business

Enhancing Organisations & Employability

Entre & Intrapreneurship

Global Business Strategy

In the Contemporary Workplace

Managing Emerging Issues

Managing Entrepreneurship

Managing the Diverse Workforce

Public Relations & Society

Selling the Prime Minister

Sustainable Management

Independent Study (over two semesters)

Julia Protesaru

Student, Advertising BA (Hons)

“What I love most about the course is the creative freedom I have – the lecturers are open to new ideas, friendly, and always there to help you. I picture myself as a future creative director, and I know that the University of Worcester will prepare me for the perfect job!”

Academic department

[Worcester Business School](#)

“We champion an imaginative ethos that combines sound business principles with instinctive commercial drive. Our students ranked us in the top 5% of universities for ‘personal development’.”

Mark Richardson, Head of Worcester Business School

Employability

Our degrees in Advertising will prepare you for a range of jobs in the industry, but in particular for those in which the greatest number of graduate openings are found, and in which structured graduate induction programmes and ongoing training operates – i.e. account management, account planning, media planning and media buying.

You will also have the opportunity to move into a career in general management, human resource management or retail management.

Alternatively, a degree in Advertising provides an appropriate platform for setting up your own business or freelance working. If you choose to continue with your studies, a postgraduate qualification in Marketing, International Marketing or Management would be a good complement to your degree.

Learning and assessment

You will experience a range of learning activities within the lectures, seminar groups and further study.

Lectures usually begin with introducing the underpinning concepts of a topic. After the introductory lecture you will often be split into small seminar groups during which you will work individually or with two or three other students on case studies which will enable you to explore the subject in greater depth.

Between lectures you will carry out further study - we adopt an 'open door' policy and you will be encouraged to seek the help of lecturers. Most class materials will be uploaded to Blackboard (our VLE) before sessions and these materials can be downloaded at University or from anywhere with an internet connection. Many modules have set up on-line discussion facilities to enable you to collaborate with other students between sessions.

There is a wide variety of assessment, including reports, group presentations, portfolios and examinations.

Work Experience

Many modules in the course enable students to relate their learning to less formal work experience through part-time, holiday or voluntary work. Many companies offer summer or other short-term placements. These can be an excellent way of building up a network of contacts and getting experience of exciting projects. Worcester Business School advertises short-term vacancies on its intranet. Recent opportunities have included summer internships with Vodafone and Macmillan, and many other national and local vacancies.

Work Placement

The course includes a paid optional placement year so students can earn as they learn and add full time work experience to their CV. This adds real value to the qualification and helps students to gain an advantage in the graduate job market by developing valuable skills in areas like communication, time and project management, problem solving and team working.

Students can spend their placement year at an organisation of their choice, anywhere in the UK. Worcester Business School has strong links with local businesses and many of our students take up placements in the locality with a large number of well-known organisations. Placement opportunities are available in all business sectors, including marketing, advertising, PR, HR, business management, finance and economics. Examples of employers who have previously offered placements include Aston Villa, Enterprise rent-a-car, e-on, Groupon, Hays, IBM, Intel, Marks and Spencer, Microsoft, NHS, Price Waterhouse Cooper, The House of Commons, Waitrose, Worcester Bosch and many others.

UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

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Marketing, Advertising & Public Relations BA (Hons): NP5F BA/MAPR

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Business, Advertising & Public Relations BA (Hons): NP52 BA/BAdPR

Business, Marketing & Advertising BA (Hons): NND5 BA/BMktAd

For the latest information, check the UCAS website at www.ucas.com

Study options

You can study our Advertising BA (Hons) course by itself, or can choose to combine it with Business and another (specialist) option through our Business Pathway degree options.

These courses are available to study as a 3-year full-time or 4-year sandwich course, with the opportunity to take part in a work placement year.

The Advertising degrees are flexible - the first year is integrated, which means that the modules you study will be the same whichever pathway you have chosen, allowing you to change to an alternative course after your first year.

Single Honours.

Get in touch

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Modules

Below is a selection of modules you can study on our Advertising courses:

Year 1

Personal & Professional Development

Marketing Concepts

Financial Concepts

Business Decision Making

Management Concepts

Economic Concepts

Free Option

Year 2

Advertising & the Mind of the Consumer

Advertising Management

Business Option

Creative Problem Solving

Customer Behaviour

Financial Accounting & Analysis

Free Option

Human Resource Management
Innovation and Change Management
Integrated Marketing Communications
Leadership in Action
Leadership: Principles & Practice
Macro Economics
Management Accounting & Finance
Management Principles and Practice
Managing People
Micro Economics
Operations Management
Public Relations & Campaigning
Public Relations Practice
Research Methods

Year 3

Advanced Management Accounting
Advertising Strategy
Business Ethics & Corporate Social Responsibility
Contemporary Economic Systems
Contemporary Global Systems
Contemporary Issues in the Public Sector
Corporate Finance
Economics for Business
Employee Relations
Entrepreneurial Management part 1
Entrepreneurial Management part 2
Global Strategy & Enterprise
Independent Study (over 2 semesters)
International Marketing
Leadership Strategy and Change Management
Managing a Diverse Workforce
Marketing Strategy
Organisation: Reflection & Integration
Public Relations & Society
Selling The Prime Minister
Small Business Management

Please note, some options may not be available depending on which pathway you have chosen. For more information on module content, please contact Helen Shaw.

Assessment

Typically lectures in Worcester Business School are two or three hours long. During this time, you will experience a range of learning activities intended to stimulate you and enable you to learn effectively.

Lectures usually begin with a classroom lesson that lasts around 45 minutes, introducing the underpinning concepts of a topic. You will be expected to participate here – by offering your opinion, by using an Electronic Voting System or by interrupting when you wish to challenge what the lecturer is suggesting.

After the introductory lecture you will often be split into small seminar groups during which you will work individually or with two or three other students on case studies which will enable you to explore the subject in greater depth. We believe that collaborative learning with your fellow students is very important.

Between lectures you will carry out further study - we adopt an 'open door' policy and you will be encouraged to seek the help of lecturers. Most class materials will be uploaded to Blackboard (our VLE) before sessions and these materials can be downloaded at University or from anywhere with an internet connection. Many modules have set up on-line discussion facilities to enable you to collaborate with other students between sessions.

Julia Protesaru

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Alternatively, a degree in Advertising provides an appropriate platform for setting up your own business or freelance working. If you choose to continue with your studies, a postgraduate qualification in Marketing, International Marketing or Management would be a good complement to your degree.

Course Combinations

You can study our Accountancy BA (Hons) course as Single Honours, or can choose to combine it with Business and another specialist option through our Business Pathway degree options:

Advertising BA (Hons)

Marketing, Advertising & Public Relations BA (Hons)

Marketing, Advertising & Web Design BA (Hons)

Business, Advertising & Human Resource Management BA (Hons)

Business, Accountancy & Advertising BA (Hons)

Business, Economics & Advertising BA (Hons)

Business, Entrepreneurship & Advertising BA (Hons)

Business, Management & Advertising BA (Hons)

Business, Advertising & Public Relations BA (Hons)

Business, Marketing & Advertising BA (Hons)

Course structure

Download our [module diagrams document](#) to view our course structures in detail. Click on the links in the contents to view a specific course, or browse the complete document for information on all our pathways.

Undergraduate Prospectus

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<http://www.worcester.ac.uk/courses/advertisingdegreesba-hons.html>

