

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Promotional Culture
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	MED6189

<b>5</b>	<b>Module Overview</b>
<p>This module encourages a critical understanding of promotional culture and its impact on consumer culture through the study of contemporary promotional practices. You will consider the centrality of promotion as a social discourse and reflect on the various practices of communications industries, including corporate communications, brand management, advertising, online promotion and transmedia storytelling. You will also consider the motivations and impact of promotional practices on audience behaviour.</p> <p>As is appropriate to Level 6, this module encourages you to take an alternative and critical perspective of the textbook theories and mindsets that underpin and inform current practices in promotional communication. This will be of great value to those also undertaking a final year dissertation in a PR-related topic.</p> <p>Specific topics that we will cover might include: brands, advertising and consumer identity; promotional discourse; models of advertising in the media industries; new models of the PR function; transmedia storytelling; media branding; viral advertising; and participatory advertising.</p> <p>The module will also develop your skills in relevant scholarly research through individual and group activity linked to the programme of lectures. The module encourages individual and group discussion, building on both on academic reading and your reflections on your own daily experience of promotional culture. You will be expected to contribute fully to an assessed group-led seminar that will help to build confidence in your presentational and team working skills.</p> <p>You will learn through lecture presentations, reading key work in the field, group workshops and case studies. The module has an e-learning site (Moodle) and involves a substantial amount of independent research and online discussion.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Structural, post-structural and post-modern perspectives of promotional culture</li> <li>• Brands and consumer identity</li> <li>• Advertising and promotional discourse</li> <li>• Promoting fashion and sport</li> <li>• Celebrity Culture and Symbolic Power</li> <li>• Spreadable media</li> <li>• Transmedia Storytelling</li> <li>• Representations of PR in Popular Culture</li> </ul>	

7		Module Learning Outcomes
		On successful completion of the module, students will be able to:
	1	Outline and explain the structures, practices and contexts of the promotional industries and organisations.
	2	Analyse and critically evaluate a wide range of published academic texts and commentary on aspects of promotional culture.
	3	Research and interpret primary and secondary sources and present findings in appropriate written format on contemporary aspects of promotional culture.
	4	Illustrate constructive engagement with course curriculum and activities.

8		Module Assessment		
Learning Outcome				
		Coursework	Exam	In-Person
1-3		X		
4		X		

9		Breakdown Learning and Teaching Activities
Learning Activities		Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		30
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		130
<b>Private Study (PS)</b> includes preparation for exams		40
<b>Total Study Hours:</b>		200