



# Advertising and Public Relations

## Student Handbook

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**Student Name:**

This handbook can be found online at: <http://www.msa.edu.eg/>

If you have a disability which makes reading this handbook or navigating our website difficult and you would like to receive information in an alternative format, please contact

We can supply sections from this publication as a Word document or supplied on a CD or memory stick

- printed copy on non-white paper
- printed copy with enlarged type

Other formats may be possible. We will do our best to respond promptly. To help us, please be as specific as you can and include details of your disability.

## **Purpose and status of your student handbook**

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The purpose of this handbook is to provide you with information about your Programme of study and to direct you to other general information about studying at University of Bedfordshire University and information about University of Bedfordshire University who validate this programme of study.

The material in this handbook is as accurate as possible at the date of production however you will be informed of any major changes to the information in this handbook in a timely manner.

This handbook must be read in conjunction with the University Regulations. The material in this handbook is as accurate as possible at the date of production.

Your comments on any improvements to this handbook are welcome - please put them in writing (an email will suffice) with the name of the handbook to Dr. Lamees El Baghdady, *Faculty's Director of Learning and Quality and Link Tutor*.

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## **Academic Calendar**

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Academic Calendar for each Academic Year for the three offered semesters: Fall, Spring and Summer is available on MSA's Website on:

[http://msa.eun.eg/st\\_calen.asp](http://msa.eun.eg/st_calen.asp)

Students can also find the Sports Activities Calendar on MSA's Website on:

[http://msa.eun.eg/st\\_calen.asp](http://msa.eun.eg/st_calen.asp)

# INTRODUCTION TO MODERN SCIENCES AND ARTS UNIVERSITY

October University for Modern Sciences and Arts (MSA) was established under Republican Decree No. 244 for 1996 to introduce state-of-the-art technologies and concepts in all disciplines. MSA is proud that its different programmes were fully accredited before the graduation of its first class in Spring 2000.

MSA is by all means the outcome of 4 decades of experience in the field of education on the local and international levels. Dar El Tarbiah was the first Language School founded by Egyptians in 1956. The institution has maintained an excellent reputation, based on the high quality of teaching and facilities that has been recognized both locally and internationally in GCE, IGCSE, GCSE as well as Thanaweya Amma and American Diploma. Our students' excellent performance in the British System has encouraged us to expand the British Section in our school to include both IGCSE & GCSE simultaneously. Our success in teaching all AL and AS subjects for almost 12 years with outstanding results in the IGCSE encouraged us to complete the undergraduate programmes.

MSA is an English Language instruction medium university. The current academic work of the university is divided into nine faculties, namely: Faculty of Management, Faculty of Engineering, Faculty of Dentistry, Faculty of Pharmacology, Faculty of Biotechnology, Faculty of Computer Science, Faculty of Mass Communication, Faculty of Arts & Design and Faculty of Languages. We are keen on providing our students with all the up-to-date tools needed to cope with the Information and Communication Technology Era. That is why we are dedicated to the pursuit of excellence in curricula, facilities, staff and students. That is the main reason why our modern and progressive policy has been internationally acknowledged by universities in the UK and USA as we have several cooperation agreements with prominent universities there. MSA programmes are designed and implemented according to the most up-to-date international standards. All unit outlines highlight the role of new and emerging technologies in meeting challenges posed by the Information and Communication Technology Era.

MSA aims to provide its students with an exceptional learning experience that will enable them to compete in the global highly-competitive job market. The vast experience of Dar El Tarbiah Institution and MSA University in the field of education made its Top Management keen to adopt the British Education System due to its unique characteristics that provide students with the necessary up-to-date tools and skills in a flexible environment while at the same time insuring that students are highly committed and competitive.

**MSA Web site:** <http://msa.eun.eg/>

## **Welcome to Faculty of Mass Communication**

The Faculty of Mass Communication at MSA offers a programme made up of three majors: Journalism, Advertising, and Public Relations, and Broadcasting. The faculty offers Advertising and Public Relations minor as well to students of other MSA faculties.

The Faculty of Mass Communication emphasizes creative and professional aspects of mass communication; students do not only learn theories, they also mix theory with practice. Students are offered internships in major Egyptian and international media organizations operating in Egypt.

Public seminars are also offered featuring top media figures. The faculty of Mass Communication is equipped with multimedia production configurations as well as audiovisual equipment and online publishing mean.

## Welcome from the Dean

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Dear students,

Welcome to our distinguished Faculty where we are all proud of belonging to. Our main policy is to encourage you to be creative, different, skilled and proficient. In addition, we do our best to meet the same British academic standards in course planning, teaching, exam writing and grading through our three programs of study: Broadcast, Journalism and Advertising and Public Relations. These Programs aim at refining students' knowledge, exploring their talents, enhancing their creative way of thinking in order to be able to cope with today's rapidly changing and highly competitive environment. We are heading not only toward a man of success but also toward a man of value as well.

Our ambitions and dreams have no limits because of our outstanding staff members and teaching assistants, our brilliant- minded students and prominent and unique resources such as the well-equipped studios and computer labs. This is why our highly qualified graduates have gained a world-wide recognition and they are actually occupying famous posts in Egyptian, regional and international mass media institutions. Their performance is remarkably appreciated. Studying at the Faculty of Mass Communication, MSA is a unique experience. For us education is not just academics, it is how you better off your way of living. Therefore, I invite you all to make use of being one of the University Community and have more participation in various social, cultural, scientific and sporting activities. So make your study years at the university as rewarding and enjoyable as you can. And day by day what you choose, what you think, what you do is what you become. My door is always open to hear your suggestions for continuous improvement and to keep our Faculty ahead of competition. Let us hope that our world will be better than it used to be.

Prof. Ibtessam. A. Elgindi

Dean, Faculty of Mass Communication

MSA University

# WELCOME TO YOUR Course

## Course Coordinator's Welcome

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It is our pleasure to welcome you to the Faculty of Mass Communication at MSA. In a fast changing world where people probably will change jobs and careers often during the course of their working lives, a major in Mass Communication provides the basic skills needed for a wide variety of jobs and careers, and most importantly, skills in media writing, media design and production, public relations and advertising skills and critical thinking.

The Internet has blurred the lines between different media and no clear distinction remains between print, television and radio. Advances in computers and telecommunication networks have led to their merging, or convergence, with conventional mass media. The transition to an information society is mainly driven by rapid changes in communication technology.

In the Faculty of Mass Communication, at MSA we are challenged and entrusted by these substantial changes, which are taking place in both theory and practice of communication. As educators, we are preparing our students to deal efficiently with the current communication revolution, to be both informed consumers and responsible media practitioners and leaders in media industry in Egypt and elsewhere.

Because tomorrow's communication leaders are expected to serve across media, to understand global transformations in economy, politics, and technology and to plan integrated marketing communications, our students are exposed to general communication disciplines before focusing on a specific area of study.

As an MSA student, the Bachelor degree you receive is both accredited in Egypt and at the same time equivalent to the same degree offered by University of Bedfordshire University in the United Kingdom, which entitles you to a number of benefits including working in international media job market and receiving scholarship for postgraduate studies abroad.

Above all, we are proud to state that, the Faculty Members including professors and assistant professors are distinguished in terms of their experience, degrees, publications, methods of teaching and dedication. They strive to educate tomorrow's leaders in the exiting and challenge world of mass communication. It is indeed, a pleasure.



## **Staff list and contact details**

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Information related to the contacts of teaching Staff is available at the Faculty's Administration Department at Room B 147.

Administration staff members can provide each student with instructor's office hours and work contacts; further, if a specific instructor is needed by the student for an urgent matter, the department can contact him/her on the student's behalf.

## **Student website**

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Please log in using your MSA user name (the same one as you use for your computer account) to access the E-Learning service

## **E-mail**

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MSA provides each student with a login personalized account and an e-mail as well. Accounts can be created from IT Department.

## **Your contact and personal details**

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You should ensure that we are kept up to date of your contact details to ensure that all important communication reaches you. You should update your contacts at the University Registrar.

## **Giving your feedback – suggestions and complaints**

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Students on validated programmes of study will have access to complaints and grievance procedures established by their home institution which should either be detailed here or a signpost given to where it can be found. The guiding principles are that these matters should be:

- treated seriously and with fairness
- dealt with without undue delay, and in as straightforward a manner as possible
- treated consistently across the University or institution
- dealt with and resolved, wherever possible in an informal way
- progressed through stages leading, if necessary, to a formal stage.

If you have a suggestion or a complaint about any aspect please raise it with the person concerned in the first instance. If you are not satisfied with the outcome you can progress the matter through informal and formal procedures step by step up the management structure of the Faculty of Mass Communication.

The complaints and grievance procedures of October University for Modern Sciences and Arts must be followed and have been fully exhausted before you can follow the University of Bedfordshire University "Complaints in relation to collaborative partner institutions" which can be found in the University of Bedfordshire University regulations.

## **Data Protection and Privacy**

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The information that you provide at enrolment is held on a computerised database and maintained in accordance with the Data Protection Act. We ensure that the data is held securely and not disclosed to third parties without your consent, unless we are obliged to do so by law.

# YOUR COURSE

## Accessing your timetable

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The university schedule is published on the MSA web-site prior to the beginning of each semester and students can access this schedule anytime.

Students are provided with a detailed timetable at the end of the registration period at the beginning of the semester. A student can take a replacement copy from the Faculty Registrar at anytime. Printed copies of the Examination schedule are available at least one week before exam periods.

## Course structure diagram

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### ADVERTISING AND PUBLIC RELATIONS - FIRST YEAR

FALL SEMESTER		Contact Hours				Total contact hours/ week	MSA Cr	Learning Hours	MDX Cr
		Lec	Tut	Stu	Lab				
ARAB 101	Arabic Morphology & Syntax	3	1.5	0	0	4.5	3	120	12
CS 100	Introduction to Information Technology	4.5	0	0	1.5	6	4	120	12
ENG 101	English for Academic Purposes	4.5	1.5	0	0	6	4	120	12
HUM 130	World contemporary history	3	1.5	0	0	4.5	3	120	12
MCOM101	Introduction to Mass Communication	3	1.5	0	0	4.5	3	120	12
<b>25.5</b>							<b>17</b>	<b>600</b>	<b>60</b>

SPRING SEMESTER		Contact Hours				Total contact hours/ week	MSA Cr	Learning Hours	MDX Cr
		Lec	Tut	Stu	Lab				
ECO 101 or 102	Introduction to Economics I (or II)	3	1.5	0	0	4.5	3	120	12
ENG 102	English for Study Skills	4.5	1.5	0	0	6	4	120	12
ARAB 102	Arabic Writing	3	1.5	0	0	4.5	3	120	12
MCOM 103	Writing for Mass media	3	1.5	0	0	4.5	3	120	12
MCOM 102	Electronic Publishing	3	0	0	1.5	4.5	3	120	12
<b>24</b>							<b>16</b>	<b>600</b>	<b>60</b>

### ADVERTISING AND PUBLIC RELATIONS - SECOND YEAR

**FALL SEMESTER**

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	SE M	Lab		
ENG 201	Research Paper Writing	4.5	1.5	0	0	6	4
MCOM 211	Introduction to Advertising and Public Relations	3	1.5	0	0	4.5	3
MCOM 212	Introduction to Journalism	3	1.5	0	0	4.5	3
MCOM 231	Introduction to Broadcasting	3	1.5	0	0	4.5	3
MCOM 213	Seminar on Special Topics	0	1.5	3	0	4.5	3
<b>24</b>							<b>16</b>

**SPRING SEMESTER**

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	Stu	Lab		
MPSY201	Media Psychology	3	1.5	0	0	4.5	3
MCOM214	History of Arab Media	3	1.5	0	0	4.5	3
MPSC201	Introduction to Political Science	3	1.5	0	0	4.5	3
MCOM 215	Communication Theories	3	1.5	0	0	4.5	3
	Elective**					4.5	3
<b>22.5</b>							<b>15</b>

**SUMMER SEMESTER**

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	Stu	Lab		
MCOM 226	Advertising Workshop	2	0	0	1	3	2
<b>3</b>							<b>2</b>

**ADVERTISING AND PUBLIC RELATIONS - THIRD YEAR****FALL SEMESTER**

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	Stu	Lab		
MCOM 306	Mass Media research I	3	1.5	0	0	4.5	3
MCOM 320	International Advertising	3	1.5	0	0	4.5	3
MCOM 202	Introduction to Photography	3	1.5	0	0	4.5	3
MCOM 310	Social Marketing	3	1.5	0	0	4.5	3
MKT 201	Marketing Principles	3	1.5	0	0	4.5	3
<b>22.5</b>							<b>15</b>

**SPRING SEMESTER**

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	Stu	Lab		
MCOM 307	Mass Media Research II	3	1.5	0	0	4.5	3

MCOM 301	Persuasive Communication	3	1.5	0	0	4.5	3
MCOM 322	Public Relations Theory & Techniques	3	1.5	0	0	4.5	3
MCOM 321	Advertising Copywriting	3	1.5	0	0	4.5	3
MCOM 420	Consumer Behaviour	3	1.5	0	0	4.5	3
						<b>22.5</b>	<b>15</b>

#### SUMMER SEMESTER

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	sem	Stu	Lab		
MCOM 426	Internship	3	1.5	0	0	4.5	3
						<b>4.5</b>	<b>3</b>

### ADVERTISING AND PUBLIC RELATIONS- FOURTH YEAR

#### FALL SEMESTER

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	Stu	Lab		
MCOM 405	Mass Media Ethics	3	1.5	0	0	4.5	3
MCOM 421	Organisational Communication	3	1.5	0	0	4.5	3
MCOM 308	Public Opinion	3	1.5	0	0	4.5	3
MCOM 423	Strategic and Media Planning	3	1.5	0	0	4.5	3
MCOM 470	Graduation Project I	3	1.5	0	0	4.5	3
						<b>22.5</b>	<b>15</b>

#### SPRING SEMESTER

		Contact Hours				Total contact hours/ week	MSA Cr
		Lec	Tut	Stu	Lab		
MCOM 408	Communication & Development	3	1.5	0	0	4.5	3
MCOM 424	Integrated Marketing Communication	3	1.5	0	0	4.5	3
MCOM 471	Graduation Project part II	3	1.5	0	0	4.5	3
MCOM402	International communication	3	1.5	0	0	4.5	3
	Elective**					4.5	3
						<b>22.5</b>	<b>15</b>

### The units you will study

A list of your units is available on both the faculty's webpage and on the E-learning.

## **How you will be taught**

Learning, Teaching and Assessment approaches will encourage you to be actively involved in your learning and to co-operate with other students. We aim to give you prompt feedback on your learning and opportunities to reflect upon and learn from that feedback.

You will be actively involved in a range of learning, teaching and assessment approaches as part of your Advertising and Public Relations Programme

Such active learning approaches put students at the centre of their learning where they are actively involved and engaged in all aspects of their learning and the assessment of their learning. Your programme will require your active participation in learning activities and engagement with your peers both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your programme will be facilitated using a variety of media and online tools (virtual learning environment, podcasts, wikis, etc) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. Not confined by time and space you will be able to take part in online discussions and learning activities from wherever you are studying.

By engaging with e- learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to: working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

Learning and teaching strategies at the Advertising and Public Relations Programme integrate studio workshops, lectures, seminars. Case studies that critically and analytically approach current practical cases are also part of the strategies. Critical reflections are part of the learning approaches that are employed at the programme.

### **Lecture classes**

For the majority of units you will take in your four years at MSA, teaching will be conducted by means of lecturing sessions in a classroom. Although exact class sizes can vary - depending on how popular a unit is, whether it is a core Mass Communications unit or a specialised pathway unit - there should be no more than 35 students in a session. Lecture sessions are generally used to introduce students to the key issues dealt with on any particular unit. They may involve visual and/or audio presentations but typically will involve the professor giving a comprehensive overview of an issue in mass communications theory or professional media practice. Lecture sessions are not about the simple presentation of a chapter from a textbook - part of their aim is to introduce students to a range of views on a topic and to guide them towards a range of sources on that topic. Lectures should be thought of as 'springboards' allowing you to jump in to the authoritative primary and reliable secondary sources on any particular subject.

Lectures are generally fairly formal in nature but this does not mean that they are not interactive - staff generally encourages students to participate through asking questions and commenting on the issues raised especially where matters are not clear and so require further clarification. Whilst staff may well provide handouts during lectures, students are normally expected to take personal notes at lectures, in order that they have a record of their understanding of the issues raised.

## **Seminar sessions**

Teaching sessions within the Faculty are often mixed in nature, combining lecture classes, as outlined above, with seminars. Seminar sessions give students the chance to work in a more interactive way with the professor and with each other and tend to be more flexible in the range of teaching and learning strategies they utilise - the way seminars are run generally depends on what topics the unit deals with. Seminars typically involve students engaging in group discussion or debates - such discussions will generally concern issues decided by the professor and may be based directly on a lecture topic or on reading which students have been asked to do. Seminars require active participation by students. Staff will generally structure the sessions either by proposing some group work, by outlining a topic for discussion, by requiring you to prepare brief presentations in advance and so on. They will often also provide you with specific materials to work with in preparation for the session - or may require you to do some independent research of your own. The aim of seminars is generally to explore specific topics collectively. Students are thus expected to engage in discussion with others and to learn from their points-of-view. For this reason, you should come prepared to make points, to voice your own views, to listen to other people's ideas and comments, and to raise questions arising from the week's lecture and reading. It is essential that you do any set reading.

## **Workshops**

Particularly in the second two years of your degree, when you have chosen which pathway you wish to follow to graduation, you will take a number of intensively practical units, designed to give you first grounding, and then a more professional competence, in the area of professional media practice of your choice. These largely practice-based units, along with a number of others (marked in this handbook) which require a focus on particular kinds of practical skill, will involve a lot of teaching and learning through *workshops*. Whilst a professor may deem it appropriate to provide you with an introduction to a particular media technology, for example, or a particular set of practical skills, using the lecture format (perhaps to explain the general principles of use of that technology or those skills), we prefer to use the workshop format. Workshops are very much hands - on sessions. Although the exact format will vary (a workshop in an IT lab is not the same as a workshop in a television studio or a brainstorming session), all our workshops are designed to get you learning (about) the particular set of skills, to develop ideas, to master specific practices by *doing*. Workshop sessions generally require you to follow instructions from a professor, often to complete exercises, and will frequently also require input from you in your independent study time. Exercises may be set as part of an assessment portfolio requirement, but they can just as easily be set to provide the professor with a way of ensuring you are picking up requisite skills or learning to think practically and creatively about your work.

You may be required to take notes during workshops. You should get into the habit of saving any work you do in such sessions - you may be required to keep such material for assessment purposes and in any case, you will often find it helpful to have a record of what you have done as a way of understanding where you may be going wrong, what your strengths and weaknesses are, and so on.

## **Tutorials**

Staff in the Faculty of Mass Communication at MSA is generally on hand to help you with any problems that you may have in your course of study. Specific feedback on the work which you complete for any particular unit is provided by means of tutorials. Some units - such as the Graduation Project - may factor tutorial time in as a timetabled feature of the unit, providing you with a one-to-one session with the professor responsible for running the unit. Such tutorials may not

always be conducted on a one-to-one basis - this would be the case where you are undertaking group work as part of a research project, for example. Other units may offer a more informal mechanism for setting tutorials up. In any case it is likely that you will have to book an appointment to see your professor. Tutorials are not mini-lectures or mini-seminars. They provide you with an opportunity for an intensive engagement with your work on both your part and the part of your professor. The professor may well provide you with recommendations for reading, for example, or suggest that you make particular kinds of changes to your work. You may also find that the professor has a series of critical comments to make about your work. Don't be frightened by critical feedback - even where critical, feedback should always be constructive, as it is designed to help you improve your work. Be sure to ask your professor if you don't understand something he or she has said to you, and don't be afraid to use them as a sounding board for ideas you are not sure about - the time you have in your tutorials is precious and you should make the most out of it.

### **Independent study**

Finally, all of the units you will take in the Faculty of Mass Communications at MSA involve to a greater or a lesser extent, a degree of *independent study time*. Independent study time serves a number of purposes in the learning, teaching and assessment strategy in the Faculty, and these purposes may change subtly over the course of your four years with us. We pointed out above the importance of autonomous learning and learning to learn at MSA University, a value equally shared with University of Bedfordshire. Independent study time is really a crucial aspect of becoming autonomous as a learner. It consists of the work that you do when you are not timetabled to attend formal taught sessions, whether these are lectures, seminars, workshops or tutorials. At school this time would have been occupied doing 'homework'. At university, the kind of work you are expected to do in your independent study time may initially resemble homework – your professor may give you some exercises to do, for example – but it is more likely to be less structured and less prescribed than that. Normally we would expect you to use your independent study time to: read the material which appears on the reading lists for each unit, read any material provided by a professor (perhaps in preparation for a seminar), do research into an area of the media which you are studying (this might consist of comparing coverage of events in several newspapers, following the marketing strategy adopted for a specific brand, looking at the output of a particular satellite television channel). Independent study time might also involve you preparing a presentation for a seminar. It certainly includes activities such as writing essays. It also includes what British academics call 'reading around' a topic. At the university level of study we consider that to gain a good understanding of any particular topic you have to do more than just read a textbook. Not only do you have to read primary sources, you must also read a range of secondary sources and also material which deals with associated issues, which can provide you with a broader and deeper understanding of a topic than the minimum you need to answer a short exam question. This is especially the case in a field of study such as that of mass communication, where for any one question there is generally no one universally accepted answer – the study of mass communication is inherently interpretative and requires the kind of critical analysis that only a broadly contexted understanding of issues can provide. Hence you will find as your degree progresses that staff in the Faculty will expect you to do more and more of the background work on any particular topic yourself. You should get into the habit of using your independent study time to do more than simply what the professor asks you to do.

Assessment is an integral part of learning, and you may hear it referred to as formative or summative. Formative assessment is primarily developmental in nature, and is designed to give feedback to learners on their performance and how it can be improved. Formative assessment is a key part of the learning process, and has been shown to contribute to enhancement of learning and raising of standards.



Summative assessment is designed to measure the extent to which a learner has achieved the intended learning outcomes of a unit. The summative component of an assessment task is designed solely to provide a measure of the achievement of a learning outcome by a learner. Summative assessment should assess achievement of all learning outcomes in a secure, fair and accurate manner.

Assessment may also involve self, peer or group approaches. For example, you may be asked to self-assess your own work, indicating where you feel you have clearly demonstrated your understanding, and also identifying areas where you can see you have room to improve. Assessment may also be a peer process where peers individually, or as groups, offer feedback on one another's work. Group assessment may also be part of your programme, where part of the assessment process requires you to demonstrate your ability to work as part of a group or team, and possibly receive a group mark.

### **Library**

MSA library provides access to online databases with rich academic papers, online references, e-books and research engines.

The Library also keeps books and periodicals ordered by university faculties. Video, cassette tapes, and CD ROMs are provided for all subjects. A computer lab is annexed providing access to the Internet. The library is also responsible for distributing textbooks to students at the beginning of each semester.

### **Learning Resources**

Support the educational and research processes through the provision of the latest sources of information in different forms and in an organized manner that makes it convenient for the student/researcher to track the information he/she needs. To achieve this most effectively, the Library of MSA University is thriving to keep pace with the latest developments in Information Management, Storage, Retrieval and Transmission

### **How and when you will be assessed**

For the majority of Broadcast units there are Final and/or Midterms Exam(s). The Starting date of exams is available at MSA's Academic Calendar.

### **The Calendar of Assessment**

There are five main periods of assessment during the academic year:

- At the middle of the Fall Semester.
- At the end of the Fall Semester.
- At the middle of the Spring Semester.
- At the end of the Spring Semester.
- At the end of the Summer Semester.

**IMPORTANT:** Please note that assessment deadlines do occasionally change and while every effort has been made to ensure this is correct at the time of publishing you should ensure you check <http://msa.eun.eg/> to ensure that you are aware of any changes.

## **Attendance requirements**

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The contact between the instructor and student is the most effective method of learning. Class discussions and comments enhance students' understanding for the course content and give a new dimension to the learning experience. For these reasons, students are required to satisfy certain attendance requirements. Students who fail to attend 25% of all lectures and tutorials for a certain course are deprived from the final exam and automatically fail the course. The maximum number of absences allowed for any student is 9 times including all lectures and tutorials. This includes absences for medical reasons and emergencies.

### **Policy on late arrival**

Late arrivals disrupt the class and deprive other students from the required degree of concentration. Students are only allowed into the class during the first five minutes. Otherwise, they miss the class and are recorded as absent.

During the midterm and final examination periods, students are allowed to step in during the first 15 minutes of the exam time.

## **Professional, statutory and/or regulatory body requirements**

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October University for Modern Sciences and arts abide by the Higher Supreme Council of Universities requirements.

## **Health and Safety requirements**

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You have the same health and safety responsibilities as any other employee at MSA and you must take reasonable care of your own health and safety and those of other people.

## **Feeding back on your course**

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### **Board of Study and student representation**

The purpose of the Board of Study is to provide a forum for discussion between you and staff involved in all aspects of your Programme.

You elect student members of the Board at the start of each academic year to ensure that all the various interests on the Programme are adequately represented. For advice and training contact the MUSU Student Representative and Development Co-ordinator on 020 8411 6481.

Each Programme holds regular Boards of Study. The membership includes:

- Student representatives
- Director of Programme/Head of Department
- University and Institutional Link Tutor
- Academic staff aligned to the delivery of the Programme or units
- Support services representatives

Your student representative represents the Programme or year group and is responsible for notifying the Board of issues which have been brought to them by you. You should be aware of the function of the Board of Study, and should ensure that representatives are alerted in good time to matters of concern, or to suggest initiatives.

Minutes are made of the discussion and decisions of each Board meeting, and these are circulated to members with outcomes. The minutes are included with the Programme Quality/Annual Monitoring Report for consideration by the University. The points raised at the meeting are carefully recorded for issues arising, and the action taken upon them, and are available at The Quality Assurance Department for Students' reference.

### **Meeting dates**

Students can refer to their academic calendar for the exact date of the Board of Study Meeting. The Board of Study Meeting is held twice per each academic year. The academic calendar is available on: [http://msa.eun.eg/st\\_Calen.asp](http://msa.eun.eg/st_Calen.asp)

**Student representatives** Student members of the Boards are elected at the start of each semester, to ensure that all the various interests on the Programme are adequately represented. Each Programme run at, or for University of Bedfordshire University, is required to have a Boards of Study meeting once per Semester, between weeks 6 and 8. There should be 2 students per year, per Programme to represent the student body. The student representatives are chosen among the members of MSA Student Union at the start of each academic year.

Student Activities are organized by an annually elected body of students: the MSA student Union. Activities are subdivided into cultural, Social, Sports, excursions and artistic fields. An academic advisor acts as a liaison point for students with a view to facilitating their activities. The student Union also channels student feedback to University Administration.

As well as attending Boards of Study meetings student representatives are often asked to give their feedback on other issues relevant to students through focus groups or other committee meetings which are organised on a more ad-hoc basis.

The Department of Student Affairs at the Faculty of Mass Communication offers training workshops to enhance students' soft skills as well as the regular orientation and training to students' representatives.

### **Feedback survey**

The online Feedback Survey takes place towards the end of each semester and is anonymous. The aim of this feedback process is to give you the opportunity to give your views on the quality of your programme and your satisfaction overall.

You can fill out the online survey by logging in with your MSA account at any of MSA labs.

It is important that you complete this survey as it helps us to identify what you think is going well and what we need to address to continue to improve the student experience for you and future students.

The Quality Assurance Department at the Faculty of Mass Communication ensures proper considerations to all students' comments.

Results of the survey are available by the start of each semester and each programme is expected to produce a brief report or action plan to resolve any problems that have been identified.

## **Employability**

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MSA University is committed to supporting you in enhancing your employability and helping you to develop professionalism in your field of choice as employers constantly tell us that they are looking for polished graduates who not only have a good degree but who also have the right skills, attributes and values to support their knowledge.

The Confederation of British Industry (CBI) defines employability as '**a set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace, to the benefit of themselves, their employer and the wider economy**'.

MSA University enhances your employability through introducing regular training sessions, employment fair, extracurricular activities; and offering you Internship opportunities at media agencies that are directly related to your field of specialisation.

### **Employability and your programme**

The development of employability skills – for example, team work, creativity, self-management, business and customer awareness, communication, literacy and numeracy, analytical skills – are all integral parts of Advertising and Public Relations Programme although this may not always be evident to you as they will not always be presented as such.

Although this highlights to a certain extent how employability has been embedded in the Advertising and Public Relations curriculum, it is still your responsibility to actively seek out these skills and identify what is covered where.

### **Careers Service**

MSA is keen to provide its students with competitive programs that aim to prepare them to compete effectively in the job market. The academic advisors and tutors co-operate closely with the Career Placement Office which provides feedback on the skills required by the job market in a specific program. The office also provides feedback on points of strengths of MSA graduates and comments on areas that require improvement. This continuous effort insures that programs are up-to-date and relevant to the needs of both national and international employers.

The Career Placement Centre [CPC] conducts numerous activities that include Employment and Internship opportunities, Training, Marketing, and Market Research. The CPC benefits MSA students and alumni by creating an interactive forum between them and the corporate world.

The CPC benefits MSA students and alumni by creating an interactive forum between them and the corporate world, providing them with a firsthand enhancing experience with the work environment. This ensures that our student body and alumni gather all the skills, knowledge, and experiences they need for the corporate world, and on the other hand it provides the employers with the best candidates

Students are encouraged to create their career account and submit their CVs to get job opportunities in big companies in Egypt. <http://cpc.msa.edu.eg/>

## **LEARNING, TEACHING AND ASSESSMENT**

The learning, teaching and assessment approaches used throughout your programme will encourage you to be actively involved in your learning and to co-operate with other students. We aim to give you prompt feedback on your learning as well as opportunities to reflect upon and learn from that feedback.

## Learning and teaching methods

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You will be actively involved in a range of learning; teaching and assessment approaches as part of Advertising and Public Relations programme. Such active approaches aim to put you at the centre of your learning so you are involved and engaged in all aspects of your assessment and learning. Your programme will require your active participation in learning activities and engagement with your fellow students both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

Such active learning approaches put students at the centre of their learning where they are actively involved and engaged in all aspects of their learning and the assessment of their learning. Your programme will require your active participation in learning activities and engagement with your peers both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your programme will be facilitated using a variety of media and online tools (virtual learning environment, podcasts, wikis, etc) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. Not confined by time and space you will be able to take part in online discussions and learning activities from wherever you are studying.

By engaging with e- learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to: working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

Learning and teaching strategies at the Advertising and Public Relations Programme integrate workshops, lectures, seminars. Case studies that critically and analytically approach current practical cases are also part of the strategies. Critical reflections are part of the learning approaches that are employed at the programme.

## Assessment methods

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Assessment is an integral part of learning and you may hear it referred to as **formative** or **summative**.

**Formative assessment** is developmental in nature and designed to give you feedback on your performance and how it can be improved. As a result you will get detailed feedback on formative assessment but not a grade. Formative assessment is an important part of the learning process and has been shown to contribute to enhancement of learning and the raising of standards.

**Summative assessment** is designed to measure the extent to which you have achieved the intended learning outcomes of a unit and therefore the appropriate grade to be awarded. Summative assessment should assess achievement of all learning outcomes in a secure, fair and accurate manner and on Advertising and Public Relations Programme this will mainly comprise of midterm and final exams, reaction papers, critical analytical essays, presentations, practical projects, field research, primary research methodologies.

Assessment may also involve self, peer or group approaches. For example, you may be asked to self-assess your own work indicating where you feel you have clearly demonstrated your understanding and also identifying areas where you can see you have room to improve. Assessment

may also be a peer process where students, individually or as groups, offer feedback on one another's work. Group assessment may also be part of your programme where part of the assessment requires you to demonstrate your ability to work as part of a group and possibly receive a group mark.

**Please see the unit narratives for more detail about on the assessment for each unit.**

## **Submission, receipt, marking and return of assessment**

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### **Submission and receipt of coursework**

Students are asked to submit all their academic implementations to their Instructor on the announced due dates.

### **Exams**

Examination Schedule is published each semester prior to the start of examination period by a very sufficient time. It is posted on your Faculty's bulletin; hard copies are available at the Faculty's duplication centre.

### **Marking, second marking and marking moderation**

All assessments are moderated to ensure that grades have been recorded accurately. Instructors mark answer sheets with secret codes to insure that the marking process was totally unbiased.

External examiners review exams and answer sheets with instructors to insure the fairness and objectivity of the assessment process.

All answer sheets shall be remarked. Second marking is undertaken by an internal examiner other than the unit examiner, a rationale is provided in both cases of approval or changing of grades. In the case of discrepancy, the matter is to be settled with the moderation of the Quality Assurance Department.

### **Return of coursework**

Instructors return graded assignments, quizzes and term papers to all students complete with comments and feedback. Students are required to file the coursework in their student portfolios to be submitted to instructors at the end of semester for the final appraisal of session work. After this they are returned to the students.

## **Assessment Feedback**

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Feedback on your assessment (both formative and summative) provides the opportunity for you to reflect on it and to use this feedback as the basis for learning and to improve your work.

Feedback can take many forms and may be informal. For example, it may be given and discussed in the classroom or it may be more formal and delivered in written or audio form from peers or academic staff. Understanding your feedback is very important and to achieve this you are encouraged to discuss feedback with your peers and academic staff.

Receiving feedback on your work is an essential and important part of learning and therefore all programmes provide regular opportunities for formative assessment, the purpose of which is to get detailed feedback on your performance so you get a regular update on how you are developing and to prepare you for any summative assessment.

Feedback on summative assessment will be offered in a variety of forms and all work will be marked and moderated in line with the University Regulations' Code of Assessment Practice which can be found online and is described in detail below (Marking, second marking and marking moderation

**You will normally be provided with feedback within two lectures' dates of the published submission date.**

## Progressing on your programme

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### Academic Levels

Each unit that you take will have one of the academic levels below assigned to it:

Academic level	Description
3	Foundation level
4	Certificate level (e.g. Cert HE)
5	Intermediate level (e.g. FdA or Dip HE)
6	Honours level (e.g. BA, BSc)
7	Masters level (e.g. MA, MSc)

**Academic levels** reflect how complex and demanding the learning will be as well as the depth of study and how independent you are expected to be as a learner. The University **unit level descriptors** describe the characteristics of each academic level at University of Bedfordshire and can be found online.

**Descriptions of the units making up your degree can be found at the Faculty's website, and on your e-learning system. Copies can also be printed on request from the Administration Department at office B147.**

**It is suggested that you read these to get an idea of how each academic level is different and to some extent what will be expected of you.**

'Progression' is the word which the university uses to talk about the basis on which you can move – or progress – from one level of study to the next during the course of your time at MSA. Progression is determined by the number of *credit hours* you achieve. The following rules apply:

<b>Freshmen:</b>	< 35 credits
<b>Sophomore:</b>	35 – 60 credits
<b>Junior:</b>	60 – 90 credits
<b>Senior:</b>	> 90 credits

### Graduation

- Students shall automatically receive the award of the university for which they are registered and qualify for upon completion of the requisite number of credits with a GPA equivalent to C- or above at the end of the semester during which the total was achieved.

- Students may postpone their graduation if they are still enrolled in the university in a minor program or a double major program.
- Graduation Ceremonies for each year is usually held in September (includes the previous Fall, Spring and Summer Semesters).

### **Failure in Courses & Attendance at Exams**

- Students must meet the deadline for submission of all coursework components and according to the requirements of the university and course instructor.
- Students who fail to attend the final exam will fail this course.
- Students who fail to achieve 25% from the marks in the final exam, will fail this course.
- Students who fail to attend the midterm exam will not be deprived from completing the course but will lose all the marks which are equivalent to 20% from final grade.

### **Dismissal from Class**

Students dismissed from classes for insubordination or other disciplinary reasons are not to return to class until the Dean of Faculty permits it. MSA Management cooperates with the teaching staff to maintain proper discipline

### **Incomplete Grade "I"**

If a student fails to attend the final exam due to any emergency or extenuating circumstance, and the University President approves the non attendance, then an incomplete grade will be agreed. Mid-term grade as well as course work grades are transferred to students who are given an (I) grade. Subsequently, the student will be allowed to sit for the final exam of this unit at the next opportunity.

### **Probation policy**

Probation students are students who fail to achieve a cumulative GPA of 1.67. Initially the student is notified and counselled by the Director of Student Affairs, Mrs. Sherine Ramzy, and his parents are officially notified. Probation students are allowed up to eight semesters in the faculty of Mass Communication. In this regard, the student has 7 chances to raise his/her GPA above 1.67. After that the student will be expelled from the University if s/he fails to raise the GPA within this period (summer is not counted).

### **UK Probation**

UK GPA is calculated for only 300 & 400 level course. Student's cumulative UK GPA must be above 1.67 in order to graduate.

### **Progression and Repeat Policy**

Students who fail to maintain a minimum cumulative GPA of 1.67 will be put under probation and will be allowed to repeat Units with a grade of D+, D and F. The grade used in the final GPA is the best grade achieved by the student.

### **Withdrawal Policy**

Unit Withdrawal: Students who apply to withdraw from a unit due to being unable to progress or extenuating circumstances must submit a completed unit withdrawal form to the respective Dean then for final approval by the University President. Their results appear as W instead of F.

### **Exemption Policy**

In very limited emergency cases, the student can ask to be exempted from the midterm exam. In the case of exemption, the grade of the Midterm exam is added to the Final exam's grade. For an exemption request to be approved, the student has to present the supporting documents that clearly



justify the case. The "Exemption Form" has to be signed and approved by the respective Dean and the University President. It is worth mentioning that although the Faculty permits the exemption option, you should be aware that it entails a high level of risk to your academic progress in case you were not able to adequately perform at your final exam.

**Compensation**

The Board of Examination decides on the number of compensation grades given to each student based on the marks needed to pass the course and the past academic performance. Compensation is a policy applied exclusively by the Examination Board and students are not allowed to discuss the grant/refusal to grant of these marks.

Cases of students who are about to graduate are given extra attention.

**Publication of Results**

Grades will be announced on notice boards at the end of each semester and before the beginning of the next semester.

Students are allowed to submit grade queries or in the form of re-checking the sum of coursework, midterm and final marks.

**Your Grades**

The University grading scale is used in relation to and in conjunction with the University grade criteria guide and guidance on the generation and use of unit level descriptors

**The following provides an explanation of how MSA works out the grade point averages used to determine your degree award.**

1. All work at MSA is marked on a percentage scale and then graded using the following scheme:

Letter Grade	Percentage
<b>A</b>	90% - 100%
<b>A-</b>	85% - less than 90%
<b>B+</b>	80% - less than 85%
<b>B</b>	75% - less than 80%
<b>B-</b>	70% - less than 75%
<b>C+</b>	65% - less than 70%
<b>C</b>	60% - less than 65%
<b>C-</b>	56% - less than 60%
<b>D+</b>	53% - less than 56%
<b>D</b>	50% - less than 53%
<b>Fail</b>	0 – less than 50%

2. The letter you are awarded on individual units correspond to a grade point average, or GPA:

Letter Grade	GPA
A	4
A-	3 2/3
B+	3 1/3
B	3
B-	2 2/3
C+	2 1/3
C	2
C-	1 2/3
D+	1 1/3
D	1
F (Fail)	0

*Note:* It is your GPA score which determines your progression throughout your degree. Students who get a grade of D- (minimum of 45%) in a course may be condoned by a maximum of 5% by the Assessment Board. Students who get <45% failed and cannot be condoned.

- The GPA which you are awarded for any particular unit is multiplied by the credit hours that unit is worth. This calculation is made for all the units you take in a semester. The sum of these products is then divided by the sum of the credit hours for the units you took in that semester. Or, to put it another way:

Sum of the product (course credit hours for the semester x course GPA)

SUM of ( course credit hours for the semester)

So, if you had taken five units in a semester, four of which were worth 3 credit hours and one of which was worth 4 credit hours, and had achieved the following GPA scores

Unit 1	3 (credit hours)	x	3 (GPA)	=	9
Unit 2	3 (credit hours)	x	2.8 (GPA)	=	8.4
Unit 3	3 (credit hours)	x	2.8 (GPA)	=	8.4
Unit 4	3 (credit hours)	x	3 (GPA)	=	9
Unit 5	4 (credit hours)	x	3.3 (GPA)	=	13.2

This would give a credit hours x GPA sum of 48.

Divide this by the credit hours for the semester of 16 and you end up with a semester GPA of 3.

- Your semester GPA is complemented by a cumulative GPA, which is based on the same sort of calculation with the difference that the credit hours x GPA sum and the credit hours sum are based on all the units taken since starting your degree. The cumulative GPA is important because this used to work out your final degree award.

First Class	Cumulative GPA	> =	3.33
Upper Second	"	>	2.67
Lower Second	"	>	2.00
Third Class	"	>	1.67

Fail “ < = 1.67

Note also that in the semesters prior to graduation, a student with a cumulative GPA below 1.67 will be put on probation.

### **Deferral of assessment**

Students having questions regarding their grades should contact either their Instructor or their Course Leader.

### **Academic Monitoring**

- Students who fail to score a GPA of 1.7 are considered falling below the required academic standard. Consequently, such students are placed under "academic monitoring" and are required to raise their GPA to 1.7 within a maximum of three semesters. In case a student fails in achieving the required GPA within that time limit, he/she may be given one more chance after consultation with both the University and Faculty Councils.
- If such a student still fails to attain the required GPA, he/she is finally dismissed from the faculty.
- Academically monitored students who score D in their courses may register for examinations in these courses. The higher mark is counted when evaluation of GPA takes place. The right to register for examinations is withdrawn once a student's GPA reaches 1.7.

The membership of the Assessment Boards shall conform to that outlined in the Regulations for the relevant year (Section D1C Assessment Boards at Collaborative Institutions), unless specific arrangements are agreed at Validation.

University of Bedfordshire University Regulations for Academic Misconduct and Appeals apply to your Course of study. These are set out in the University of Bedfordshire University Regulations Section F and Section G .The terminology may not be familiar in all cases as it refers to University of Bedfordshire University staff and Committees. If you are involved in any action under these regulations and do not understand the process involved, please contact the Link Tutor at your Institution or the University of Bedfordshire University Link Tutor.

University of Bedfordshire University Regulations for Appeals apply to your course of study. These are set out in the University of Bedfordshire University Regulations Section.The terminology may not be familiar in all cases as it refers to University of Bedfordshire University staff and committees. If you are involved in any action under these regulations and do not understand the process involved, please contact the Link Tutor at your Institution or the University of Bedfordshire University Link Tutor. Approval has been given for (*the Institution*) to manage cases of academic misconduct locally.

## Assessment Boards and results

At the end of each academic year, your results will be considered and confirmed by an Assessment Board and if you have successfully completed your assessment you will be able to progress to the next year.

## Certificates

When you graduate your final qualification certificate will be issued by University of Bedfordshire University and will have the details of your qualification.

**Your certificate will be sent to MSA University by University of Bedfordshire University within 4 months of the date the qualification is awarded** (usually the Assessment Board date). Once it has arrived it will then be forwarded to you at the address we hold for you. It is therefore very important that you keep **MSA Registrar** updated of your address details if they change at any point.

Full details of the information which will appear on your certificate are set out in the University of Bedfordshire Regulations.

## Diploma supplement

All students are issued with a diploma supplement verified by University of Bedfordshire University. Your diploma supplement will include the units you have taken with grades achieved and state your qualification with the classification and title but it additionally contains information on the nature, level, context, content and status of the studies undertaken and successfully completed. Diploma supplements are intended to help external parties such as current or future employers or other Higher Education providers understand more about your course in addition to your grades.

## Academic Misconduct

MSA students are expected to be honest in their academic endeavours. To falsify the results of one's research, to steal the words or ideas of another, to cheat on an examination, or to allow another to commit an act of academic dishonesty corrupts the basis of the academic process. All plagiarism cases are reported to the President's Office and are dealt with very severely. The minimum penalty for such cases is failing the course where this offence was committed. In some cases, the penalty may reach dismissal from the university for one semester or more based on the circumstances of the case. Academic dishonesty includes but is not limited to the following cases:

**Plagiarism** is the presentation by a student, as his or her own work, of a body of material (written, visual or oral) which is wholly or partly the work of another. In fact, plagiarism extends to cover one's own work previously assessed or published which is also required to be properly referenced. Taking unfair advantage over other authors, students or oneself in this way is considered by the University to be a serious offence. The University will take serious action against any student who plagiarises whether through negligence, foolishness or deliberate intent. Make sure written material, ideas, theories, formulae, etc are acknowledged through the use of quotation marks, references and bibliographies. Information on the correct way of acknowledging work from other sources is available from campus learning resource centres. Academic misconduct also covers cheating in examinations.

**Academic dishonesty and misconduct includes but is not limited to the following cases:**

- Quoting another person's actual words, complete sentences or paragraphs, or entire piece of written work without acknowledgement of the source

- Using another person's ideas, opinions, or theory even if it is completely paraphrased in one's own words, without acknowledgement of the source
- Borrowing facts, statistics or other illustrative materials that are not clearly common knowledge without acknowledgement of the source
- Copying another student's essay test answers.
- Copying, or allowing another student to copy, a computer file that contains another student's assignment, and submitting it, in part or in its entirety, as one's own.
- Working together on an assignment, sharing the computer files and programs involved, and then submitting individual copies of the assignment as one's own individual work.

## Appeals

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Students are able to appeal against assessment board decisions and the outcome of academic misconduct cases. In this regard, an appeal form should be filled out by the student within a 15 working days period from the announcement. The appeal form is then forwarded to both the Quality Assurance Department at office A123 and the Student Affairs Department at office A126.

The University of Bedfordshire University Regulations for Appeals apply to Advertising and Public Relations Course and these are set out in Section G of the Regulations which is available on line.

Approval has been given for (*the Institution*) to manage cases of academic misconduct locally.

To further ensure that all students feel that they have the chance to express their opinion about any action against them or request an additional service. Students may have the chance to submit petitions about matters which may affect their academic progression.

Academic Petitions including complains regarding any academic misconduct can be addressed to the Faculty's Director of Learning & Quality: Dr. Lamees El Baghdady: Department of Quality Assurance located at A123.

Complains regarding Students' issues in terms of expressing their opinion about action against them or request an additional service is addressed to Faculty's Director of Student Affairs: Mrs. Sherine Ramzy: Department of Student Affairs located at A126.

Student complaints, grievances, conduct and discipline. This information is available to all students at <http://www.msa.eun.eg/studentaffair.htm>

# SUPPORT

Although you are expected to be independent and to take responsibility for your own academic and personal life, there is still a lot of help available to support you throughout your course.

## Academic Support

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### Academic staff

Your tutors will direct your studies and ensure that you know what work you need to cover in any given unit. Seek advice from academic staff either during their office hours or by email or through posting your inquiry on the e-learning system.

### Link Tutors

As stated on the front of this handbook the link tutor at MSA for this course is **Dr. Lamees El Baghdady**, office A123 and the link tutor at University of Bedfordshire is **Dr. Alexis Weedon**. Both tutors are jointly responsible for ensuring the course is delivered according to the arrangements agreed when it was approved. Both link tutors attend the Board of Study meetings where they hear the views of students on the course, however you can contact either if you have a query or suggestion.

## Support services at MSA University

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MSA's main mission is to provide a well-rounded unique learning environment for the students. MSA has introduced many methods to provide academic advice and aid to all students through the following channels:

### Academic Advisor

Academic advisors are available for students to offer advice and guidance during registration of courses. They also provide information to students about the different majors within the faculty. The assistants are also available to offer advice and support at any time.

The Academic Advisor is responsible for monitoring the progress of students and for guiding them to improve their performance whenever they fail to achieve the grade point average (GPA).

### Student "Families"

Students are divided into small families of at most 25. Each staff member is responsible for one small family. He/She is always there for his/her students to offer both academic, social and personal advice. Their relation often extends to activities outside the university as they usually organize group outings and trips. Every 3 families have one leader from the senior staff members to supervise their activities.

### Individual/Group Study

Teaching assistants are available to offer extra help to students. They work with students either individually or in small groups according to their individual needs.

MSA considers one of its main goals is to provide a unique, friendly and pleasant atmosphere for its students. Staff members and students interact together constantly as members of one large family. Support and guidance is provided to students mainly from the Faculty Registrar and Student Affairs. The services include:

- Advice on solving problems and the procedures to be followed.
- Enrolment and fees payment.
- Registration procedure.
- Advice on career placement and training opportunities.

- Disability support and guidance.
- Attendance excuses.
- Receive appeals and complaints.
- Counselling.
- Enrolment/Graduation Certificates.
- Provide advice on any issue that concerns students' welfare other than the above.

## **Counselling**

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The Academic advisor and the Families head do provide counselling to students' social and academic problems.

## **International Student Support**

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International students do receive support from the Faculty of Mass Communication and MSA in general. International Students can be directed to the Department of Student Affairs located at A126

## **Disability Support Service**

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As an educational institution and employer, MSA recognises the equal rights of individuals and groups to be free from discrimination on the bases of sex, marital status, nationality, disability, and political and religious belief. The University accepts its responsibility in relation to these rights for people who are undertaking activities as part of their study or employment with MSA.

Thus, within this context, MSA supports any student with any form of physical disability who would require special tutorial help in academic reading and writing. Students with physical disabilities are taken into consideration not only in respect to examination arrangements but also in attendance and in the marking of coursework and examination papers, provided that the student has reported it at an early stage. Disability that may require consideration and when necessary, MSA offers one to one deemed tutorial help.

MSA is committed to a continuous course of upgrading its estate in order to improve accessibility for the disabled by incorporating provisions for wheelchair users (new campus in the sixth of October City). Thus this new campus includes the establishment of ramps, lifts, and toilets for disabled persons.

## **Health, Safety and Welfare**

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You have the same health and safety responsibilities as any other employee at MSA and you must take reasonable care of your own health and safety and those of other people.

## **Student Union membership**

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As an enrolled student on a validated collaborative course studying overseas, you are not a member of University of Bedfordshire University Students' Union (MUSU) and you are not entitled to the NUS Extra Card. However, you may qualify for membership of the Students' Union at your base institution. Contact your institution for details.

# QUALITY OF YOUR COURSE AND EXPERIENCE

## Quality assurance and enhancement of your course

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To ensure the high standards and quality of University of Bedfordshire University provision, all courses are subject to the University's academic quality assurance procedures (which include procedures related to course approval, monitoring and review). A key feature of these processes is the input from external subject experts (external examiners) who ensure that University of Bedfordshire awards are comparable to those of other UK higher education institutions, and that the course curriculum, teaching, assessment and resources are appropriate.

You also have a very important role in enhancing our courses by feeding back on a regular basis via student surveys, Boards of Study and other formal and informal mechanisms. Your feedback plays a major role in course monitoring and review.

University of Bedfordshire University, and its courses, are subject to periodic audit or review by external quality agencies such as the Quality Assurance Agency for Higher Education (QAA). These audits and reviews place confidence in the quality and standards of provision as operated at University of Bedfordshire University. The most recent QAA audit of University of Bedfordshire was conducted in 2011 of courses delivered in collaboration with a partner institution (like this course). The outcomes were that confidence can reasonably be placed in the soundness of the University's current and likely future management of the academic standards of its provision, and, of the quality of the learning opportunities available to students. QAA review and audit reports of University of Bedfordshire.

## External Examiners

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### What do External Examiners do?

External Examiners play a central role in assuring the quality and enhancement of your course. They are experienced, senior academics or industry professionals with expertise in the field of Advertising and Public Relations who are identified by MSA University but are appointed by and report to University of Bedfordshire University. Their role is to act as independent moderators and to consider student attainment with impartiality. By drawing on their expertise and experience External Examiners provide one of the principal means by which University of Bedfordshire University and MSA University ensures the course remains comparable to UK national standards. The impartiality of External Examiners is paramount to ensuring equity for students and furthermore to ensuring the fair application of the regulations.

The duties of External Examiners include the following:

- To attend meetings of the Assessment Board of which they are a member.
- To comment when consulted on the content and form of all assessments.
- To scrutinise all work which has been recommended for first class/distinction grades or for failure by internal examiners and a representative sample of work in each classification (where applicable).
- To advise on the appropriateness and effectiveness of the internal assessment processes, the relevant assessment regulations and procedures in respect of unit assessments, the desirability of any recalibration or (exceptionally) remarking of assessed work, and the appropriateness of the standards against which the assessment process has taken place.



## External Examiners Reports

Additionally each External Examiner is required to produce a report at the end of the academic year in which they comment on:

- course design, content and standards,
- student performance (general comments, no individuals are named),
- assessments: structure, design and marking,
- effectiveness and quality of feedback to students on their work,
- Assessment Boards; organisation and operation,
- role of the External Examiner,
- recommendations or actions for change and
- areas of good practice which should be shared.

These reports are an integral part of the University's monitoring procedures and are considered by the University and **MSA** as well as being an item for discussion at Boards of Study which is where student representatives are given the opportunity to view the report. If you are not a student representative but would like to see the External Examiners' report then you should contact **Dr. Lamees El Baghdady, office: A123.**

In line with the new QAA Quality Code requirements for External Examining. You can contact Dr. Lamees El Baghdady in case you need details of the External Examiner; however, it should be very clear that it is inappropriate for any student to contact an External Examiner directly, all inquiries should be forwarded first to Faculty's Link Tutor.

# COURSE SPECIFICATION AND CURRICULUM MAP FOR ADVERTISING AND PUBLIC RELATIONS

<b>1. Course title</b>	Advertising and Public Relations
<b>2. Awarding institution</b>	MSA University
<b>3. Teaching institution</b>	MSA
<b>4. Course accredited by</b>	BA Honours
<b>5. Final qualification</b>	Mass Communications with Advertising & Public Relations
<b>6. Academic year</b>	2014 - 2015
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full Time

## 9. Criteria for admission to the course

- QAA Benchmark statement for Communication, media, film and cultural studies
- QAA Level descriptors and codes of practice
- University of Bedfordshire University Learning and Teaching Strategy
- MSA Assessment Regulations
- Supreme Council of Egyptian Universities

## 10. Aims of the course

The course aims to:

- Enable students to develop both a thorough theoretical understanding of the field of mass communications in general and practical vocationally oriented abilities in the field of advertising and public relations in particular;
- Develop students' generic intellectual skills, especially those of analysis, synthesis, and evaluation, and extend their ability to access, extrapolate and work critically with information from a wide range of sources and a wide range of media;

Enable students to develop graduate employability skills appropriate to the level and to the field of their studies and help them to apply their specialist abilities in cognate areas of communication in contemporary society.

<b>11. Course outcomes</b>	
<p><b>A. Knowledge and understanding</b> On completion of this course the successful student will have knowledge and understanding of :</p> <ol style="list-style-type: none"> <li>1. Academic theories and empirical research relevant to the study of mass communications in general, and a more critical, theoretically grounded approach to the specific study of advertising and public relations</li> <li>2. The critical relationships between globalisation and mass communication, specifically in relationship to the Arab world</li> <li>3. The main institutions of advertising and public relations and the dynamics of their relationships with other social institutions.</li> </ol> <p>The codes and conventions governing strategies of communication within advertising and public relations.</p>	<p><b>Teaching/learning methods</b> Students gain knowledge and understanding through lectures, seminars, guided study and workshops, independent research, group work and tutorials.</p> <p><b>Assessment Method</b> Students' knowledge and understanding is assessed by means of a range of assessment tools: essays, timed seen and unseen exams, presentations, individual and group-based project work, studio-based exercises.</p>
<p><b>B. Cognitive (thinking) skills</b> On completion of this course the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. identify and evaluate the core theoretical claims and evidential base of academic arguments about media.</li> <li>2. Combine disparate sources and forms of information, types of written and visual material to produce messages for specific purposes for specific audiences.</li> <li>3. Assess the consistency and quality of a range of types of information and articulate reasoned critical judgements concerning its validity and logically consequential conclusions.</li> <li>4. Creatively interpret and apply theories, concepts and other critical material to processes and practices of advertising and public relations and other forms of mass communication;</li> </ol>	<p><b>Teaching/learning methods</b> Students also acquire, develop and improve their cognitive skills through lectures, seminars, guided study and workshops, independent research, group work and tutorials.</p> <p><b>Assessment Method</b> Students' cognitive skills are assessed by a range of coursework based assessment tools: essays, project-based work both practical and theoretical, cases studies, documented planning of work. Specific assessment criteria are incorporated into units to indicate the emphasis placed on specific kinds of cognitive skill in producing assessment material.</p>
<p><b>C. Practical skills</b> On completion of the course the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Communicate effectively using a variety of media technologies (printed matter, graphic and visual images, video and computer software), to edit these and work constructively with feedback</li> <li>2. Efficiently plan, organise and execute research projects, anticipating and resolving problems encountered in meeting goals</li> <li>3. Estimate and organise use of time in meeting specific briefs and other tasks.</li> <li>4. Work effectively with the key tools and technologies of advertising and public relations</li> </ol>	<p><b>Teaching/learning methods</b> The course places particular emphasis on the importance of both specific kinds of media technology and a range of theoretically informed practical skills. These skills are learned through production practice, project planning, organisation and execution, hands-on workshops and demonstrations.</p> <p><b>Assessment Method</b> Student practical abilities are assessed through written coursework, project work and exams which allow students to work with particular technologies and varieties of creative practice within the field of advertising and public relations.</p>

**D. Graduate Skills**

On completion of this course the successful student will be able to:

1. Identify the learning skills required in any particular context and adapt existing skills where appropriate
2. Work effectively in group situations, adapt to the specific roles required in such contexts and interact appropriately
3. Work with a range of standard software packages operating on a number of platforms, in addition to specific media technologies

To distinguish between and work with a variety of forms of quantitative information and specifically to understand the factors which affect the construction and reliability of that information and the inferences which can be drawn from it.

**Teaching/learning methods**

The teaching and learning strategies of all units on the Mass Communications with Advertising and PR degree incorporate methods which require students to develop the graduate skills identified by University of Bedfordshire University as core to student development.

**Assessment method**

The formal procedures of assessment at all levels on the Mass Communications with Advertising and PR degree – exams, essays, seminar exercises, practice-based material, seminar attendance, informal, in-session feedback, participation – provide an opportunity for staff to draw attention to and evaluate student progress with respects to core graduate skills.

**12. Course structure (levels, units, credits and progression requirements)****12.1 Overall structure of the course**

The BA in Mass Communications with Advertising and PR Single Honours course is normally studied full-time over eight semesters. 129 MSA credits overall are required in order to graduate. Of these, 33 are at Level One, 33 at Level Two, 33 at Level Three 30 credits at Level 4.

The first and second years of study on this course emphasise the acquisition of a grounding in core theories of mass communication, the development of a good understanding of what is entailed in social science based approaches to the study of mass media, and the general ability to study effectively at an undergraduate level. In the third year of study, students start to develop both their practical abilities in and their academic understanding of their chosen media specialism by following a course of study which entails the intensive introduction to a range of advertising and PR practices. The final year of study emphasises both more independent, critical study by the students as well as the integration of their practical skills in organised, structured project development.

Note: the *Level* of a unit is indicated by the first digit in the unit code. Thus, MCOM 101 is *Level One*, MCOM 201 *Level Two*, and so on.

**12.2 Levels and units.** This section should contain a more detailed description level-by-level of the course structure, units and credits. All units should be categorised as compulsory or optional.

Year 1		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ARAB 101 ARAB 102 ENG 101 ENG 102 MCOM 101 MCOM 102 MCOM 103 CS 100	Students must also choose 2 from the following: HUM 130 ECO 101 ECO 102 Or any new elective unit	
Year 2		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ENG201 MCOM 211 MCOM 212 MCOM 213 MCOM 214 MCOM 215 MCOM 231 MPSC 201 MPSY 201	Students must also choose 1 elective unit from a range which varies according to availability and student numbers. The following are currently approved: PHIL 301, SCI 101, SFL 100,SFL 200,LT100,LN 100, TR 100,TR 200, MCOM 245, MCOM 205	
Year 3		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MCOM 202 MCOM 226 MCOM 301 MCOM 306 MCOM 307 MCOM 308		

MCOM 310 MCOM 321 MCOM 322 MCOM 320 MKT 201		
Year 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MCOM 402 MCOM 405 MCOM 408 MCOM 420 MCOM 421 MCOM 423 MCOM 424 MCOM 426 MCOM 470 MCOM 471	Students must also choose at least 1 elective unit. See list above.	

### 12.3 Non-compensatable units

Unit level	Unit code
Year One	ENG 101 ENG 102 MCOM101 CS 100
Year Two	ENG 201 MCOM 214 MCOM 215 MCOM 211
Year Three	MCOM 306 MCOM 307 MCOM 321 MCOM 322 MCOM 310

### 13. A curriculum map relating learning outcomes to units

See Curriculum Map attached.

### 14. Information about assessment regulations

MSA University assessment procedures and regulations apply – see the University's Guide and Regulations. For all MCOM coded units, students will normally pass a unit if the average of their marks of all components is 50% or above.

### 15. Future careers: how the course supports graduates' future career development

The course offered by the Faculty of Mass Communication at MSA provides unique opportunity for its students, not only through its professional courses, but also through the practical implementation of these courses. Internship training courses provide practical field work experience for the students. Many students choose to specialize by continuing their education at the Master's Level after graduation.

### 16. Specialised support for learning

MSA is technically equipped for the New Media. The university laboratories are fully Internet friendly. Students can also log on to their accounts from their homes. The labs are also equipped with multimedia production means as well as audio visual equipment. Language and information technology support are offered on a one-to-one basis. Students who fail to meet the standard required, join an intensive English Language Course at the beginning of their studies at MSA. Students who pass the Placement Test

or those who pass the intensive course are required to take compulsory unit of English to develop and upgrade their language via a fully equipped language laboratory. Students who need additional help are urged to contact the English Language Department to arrange for extra help or to attend extra group sessions. Maths support is available on-line, in addition to the fact that the Academic staff are available to see students during published Office Hours and also via email. As for IT services, the Faculty IT Services Unit provides support to all students in using computers, software kits and audio-visual aids.

### **21. Other information**

Please note course specifications provide a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the course can be found in the student course handbook and the University Regulation.

Please note course specifications provide a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the course can be found in the student course handbook and the University Regulations.

## Curriculum map for *Advertising and Public Relations*

FHEQ Cert HE level 5	Cross-checked to units learning outcomes	Cross-checked to course learning outcomes
<p>knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed their ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context</p>	<p>MCOM 306 Mass Media Research I Identify and distinguish different sources, understand how to evaluate their provenance. Demonstrate the difference between analytical and descriptive research and know how to apply that to a focused research question.</p> <p>MCOM 307 Mass Media Research II Identify and distinguish a range of research methods, both quantitative and qualitative and understand how to evaluate their relevance to a particular research task. Demonstrate an understanding of the purpose of research design in achieving targeted research outcomes.</p> <p>MCOM 308 Public Opinion Acquire a broad understanding of the development of ideas about public opinion throughout the twentieth century.</p> <p>MCOM 301 Persuasive Communication. Demonstrate an understanding of key theories of persuasive communication. Identify and distinguish the key features of successful persuasive communication. Formulate targeted campaign objectives, conduct research to support the design and implementation of a campaign of persuasive communication. Present your findings.</p>	<ol style="list-style-type: none"> <li>1. Explain, analyse and criticise issues surrounding mass communications, advertising and public relations in particular based on relevant research and evaluation of such research, and to formulate your own position clearly in writing, orally and through media technology.</li> <li>2. Demonstrate an understanding of role of mass communication systems in the political, economic, social in the ordering of societies and of historical developments within the media.</li> <li>3. Apply your practical craft skills in media production and understanding of mass communications to the Arab media.</li> </ol>
<p>knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to</p>	<p>MCOM 308 Public Opinion Acquire a broad understanding of the development of ideas about public opinion throughout the twentieth century.</p>	<ol style="list-style-type: none"> <li>1. Demonstrate an understanding of role of mass communication systems in the political, economic, social in the ordering of</li> </ol>



<p>solving problems in the field of study</p>	<p>Independently research and write up a critical analysis of a contemporary public opinion issue.</p> <p>MCOM 310 Social Marketing. Distinguish between social marketing and commercial marketing, and their application to persuasive communication targeting attitudes, in a segmented audience and/or target audience. Apply social marketing theories and techniques to constructing a social marketing plan on a contemporary issue.</p>	<p>societies and of historical developments within the media.</p> <p>2. Explain, analyse and criticise issues surrounding mass communications, advertising and public relations in particular based on relevant research and evaluation of such research, and to formulate your own position clearly in writing, orally and through media technology.</p> <p>3. Produce practical work to a professional standard</p>
<p>an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.</p>	<p>MCOM 308 Public Opinion Apply an understanding of use of key concepts and theories relating to public opinion and its interaction with mass media and other social phenomena.</p> <p>Independently research and write up a critical analysis of a contemporary public opinion issue.</p>	<p>1. Demonstrate an understanding of role of mass communication systems in the political, economic, social in the ordering of societies and of historical developments within the media.</p>
<p><i>Typically, holders of the qualification will be able to:</i> use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis</p>	<p>MCOM 306 Mass Media Research I Formulate a targeted research question, employ evidence from various sources to support an argument and develop a thesis.</p> <p>MCOM 307 Mass Media Research II Formulate a research project selecting correct methodological applications and apply research techniques appropriate to the topic in question.</p>	<p>1. Demonstrate an understanding of role of mass communication systems in the political, economic, social in the ordering of societies and of historical developments within the media.</p> <p>2. Apply your practical craft skills in media production and understanding of mass communications to the Arab media.</p>
<p>effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively</p>	<p>MCOM 321 Advertising copywriting. Assess the effectiveness of advertisements in various media. Understand and apply professional practices of copywriting to your own writing of advertising copy.</p> <p>MCOM 322 Public Relations Theories and</p>	<p>1. Produce practical work to a professional standard</p> <p>2. Draw upon your knowledge and understanding of critical concepts and mass communication theories to reflect upon media practice in advertising and public relations including your own.</p>

	Techniques. Identify and discriminate between types of public relations methods. Apply an understanding of the practice of public relations to your portfolio of professional skills in public relations	
undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations	MCOM 322 Public Relations Theories and Techniques. Identify and discriminate between types of public relations methods. Apply an understanding of the practice of public relations to your portfolio of professional skills in public relations	1. Draw upon your knowledge and understanding of critical concepts and mass communication theories to reflect upon media practice in advertising and public relations including your own
Have the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.	MCOM 321 Advertising copywriting. Assess the effectiveness of advertisements in various media. Understand and apply professional practices of copywriting to your own writing of advertising copy	1. Produce practical work to a professional standard

## **UNIT INFORMATION FORMS**

Each Student receives a description of the registered unit during first class at the semester.

Further, Students can refer to the Faculty's Administration Department at B147 as to obtain a copy of Units' description.