

Media and PR - Level 3 Extended Diploma (UAL)

Brand new course for 2024/25

The Media and PR course offered through the Creative Media and Technology specification (UAL) provides a dynamic platform for students aspiring to excel in the fast-paced world of media communication and public relations. This program is tailored to equip individuals with the skills and insights necessary to navigate the ever-evolving landscape of media, digital communication, and strategic public relations.

The curriculum blends theoretical knowledge with practical applications, encompassing a diverse range of modules that cover media theories, digital communication strategies, branding, storytelling, and crisis management. Students delve into the intricacies of media platforms, learning to craft compelling narratives across various channels while mastering the art of effective communication.

One of the course's highlights is its focus on harnessing creative media technologies. Students explore cutting-edge tools, digital platforms, and multimedia storytelling techniques, allowing them to create engaging content tailored for diverse audiences. This emphasis on technology enables students to stay at the forefront of media innovation.

Additionally, the program emphasises the role of PR strategies in shaping public perception and managing brand reputation. Students learn to develop strategic PR campaigns, handle media relations, and navigate the complexities of crisis communication, preparing them for the multifaceted demands of the PR industry.

The course integrates industry insights, guest lectures, and practical projects, offering students opportunities to engage with professionals and gain firsthand experience. Live briefs and collaborations with industry partners provide invaluable exposure to real-world scenarios, ensuring that students graduate with practical skills and a deep understanding of the media and PR landscape.

Extended Diplomas have two one-year programmes. You need to finish the first year before moving on to the second.

WHAT WILL I STUDY?

Start Date: 2 September 2024

Duration: 2 Year

Attendance: Full Time

Center: King's Cross Centre

<https://www.capitalccg.ac.uk/wkc/course/course-detail/pdf/38478/>



The Media and PR course structured under the Creative Media and Technology specification (UAL) spans across modules designed to provide a comprehensive understanding of media communication and public relations while integrating cutting-edge technology and practical applications.

Year 1: Foundation and Fundamental Concepts

Introduction to Media Theories: Students start with foundational modules exploring media theories, communication models, and the role of media in society. They gain an understanding of historical and contemporary media landscapes.

Digital Communication Strategies: Emphasis on digital media platforms, content creation, and distribution strategies. Students learn about multimedia storytelling, social media management, and audience engagement.

PR Fundamentals: Introduction to public relations principles, including PR strategies, media relations, and brand communication. Understanding the significance of reputation management and crisis communication.

Media Technologies: Introduction to creative media technologies and tools. Students explore software, digital platforms, and multimedia production techniques used in media and PR.

Year 2: Specialisation and Advanced Concepts

Advanced Media Strategies: Progression to more specialized modules focusing on advanced media strategies, content planning, and audience analysis. Emphasis on creating impactful media campaigns.

Strategic PR and Brand Management: Deeper exploration of PR strategies, brand management, and crisis communication. Students learn to develop comprehensive PR campaigns and manage brand reputation effectively.

Digital Storytelling and Multimedia Production: Advanced modules focusing on multimedia storytelling, content creation for various platforms, and the integration of emerging technologies in media communication.

Industry Engagement and Practical Projects: Engagement with industry professionals, live projects, or internships in media agencies or PR firms. Real-world applications and experiences provide practical insights and skill enhancement.

Final Project and Portfolio Development: Culmination of the course with a major individual or group project, often accompanied by a comprehensive portfolio showcasing the students' best work and proficiency across various media and PR domains.

This structured breakdown ensures a progressive learning trajectory, covering foundational concepts in the initial year and allowing students to specialise, apply advanced skills, and prepare for professional roles in the dynamic fields of media communication and public relations by the end of the program.

WHAT WILL I NEED?

You will need:

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- Four GCSEs at grade 4 or above, including English Language or Maths or an equivalent Level 2 qualification at Merit (and Functional Skills in English at Level 2/GCSE English Language at grade 4 or above)
- A portfolio of your art and design work

All applicants must have an interview to confirm that the course is suitable for them.

HOW WILL I BE ASSESSED?

The assessment methods for the Media and PR course offered through the Creative Media and Technology specification at University of the Arts London (UAL) encompass a diverse range of evaluation techniques designed to measure students' theoretical understanding, practical skills, critical thinking abilities, and their application in the realm of media communication and public relations.

Project-Based Assessments: Students undertake various media projects and PR campaigns throughout the course. These projects involve creating multimedia content, developing strategic communication plans, and executing PR campaigns. Assessments evaluate creativity, strategic thinking, and execution.

Portfolio Development: Students compile a comprehensive portfolio showcasing their best work, demonstrating their progression, skills, and versatility in media and PR practices. This portfolio serves as a summative assessment of their abilities over the course duration.

Presentations and Pitching: Students present their media projects or PR campaigns to a panel of faculty, industry experts, or peers. This assessment method evaluates their communication skills, ability to articulate strategies, and respond to questions or critiques effectively.

Written Assignments and Reports: Assessments may include written assignments, case studies, or reports focusing on media theories, PR strategies, campaign analysis, or critical evaluations of media content. This assesses their theoretical knowledge and analytical skills.

Industry-Linked Assessments: Collaboration with industry partners may involve assessments where students work on live briefs or projects from real clients. Feedback from industry professionals contributes to the assessment process.

Practical Skills Assessment: Evaluation of practical skills such as content creation, multimedia production, social media management, and crisis communication simulations. This ensures proficiency in applying learned concepts to practical scenarios.

Final Project Evaluation: Culmination of the course with a major individual or group project, accompanied by an assessment focusing on creativity, innovation, strategic thinking, and the ability to address real-world challenges in media and PR contexts.

These diverse assessment methods ensure a comprehensive evaluation of students' abilities, readiness for the media and PR industry, and their capacity to create impactful communication strategies across various platforms, preparing them for diverse roles in the dynamic field of media communication and strategic public relations.

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WHAT WILL IT COST?

AGED 16-18

If you will be aged 16, 17 or 18 on 31st August prior to the start date of your course and you have the legal right to remain in the UK for the duration of your programme then your study with us will be free. Please see [here](#) for the documents you will need to show us.

Some courses will have other associated costs, such as for specialist materials and trips. Many of our students are eligible for financial support, see [here](#) for details.

ADULTS - LEVEL 3

If you will be aged 19 to 23 prior to the start date of your course, and do not already have a full Level 3 qualification, you may be eligible for a Level 3 entitlement, in which case your study with us will be free. If you are older, or already have a Level 3, we have many other Level 3 courses that are also [free](#) to study. Otherwise, you will have to pay the fees yourself or apply for an [Advanced Learner Loan](#).

Please see [here](#) for the documents you will need to show us.

Some courses will have other associated costs, such as for specialist materials and trips. Many of our students are eligible for financial support, see [here](#) for details.

WHAT CAN I DO AFTER?

Upon completion, graduates emerge equipped to thrive in roles such as media planners, PR specialists, digital content creators, or communication strategists. The Media and PR course at UAL stands as a cornerstone for individuals seeking to make a mark in the dynamic and influential realm of media and strategic communication.

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