

MA Advertising Strategy & Planning

FALMOUTH UNIVERSITY / FLEXIBLE LEARNING

ACCELERATE YOUR CAREER
TRAJECTORY WITHIN THE
GLOBAL ADVERTISING
INDUSTRY

ACQUIRE THE SKILLS TO
OPERATE SEAMLESSLY
WITHIN THE WORLD OF
ADVERTISING

FALMOUTH
UNIVERSITY



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The course structure is designed to enable you to undertake a comprehensive, searching, in-depth examination of advertising practice. One of the course's key features is to take you not only through the rigorous and demanding stages of research, strategy and planning procedures, but to expose you to the functions and processes of the creative department. Therefore, giving you a full overview of advertising practice and a key insight into the creative process.

The course comes from the School of Communication Design within Falmouth University; synonymous with excellent teaching, fuelled by industry contacts and recognised for having an international alumni body.

WHO IS THIS COURSE FOR?

This international-facing course delivers not only knowledge, but enhances career opportunities through extended networks, in an industry where being connected is essential. The flexible mode

of delivery will enable you to continue your work, while developing new skills directly related to your current role, or to enhance your employability. This course is suitable for applicants who may be:

- ▶ Working in a marketing or brand manager role who want to have a greater insight into advertising, agency functions, the creative process, how to deliver a brief, evaluate creative concepts and understand contemporary media channels
- ▶ Working within an advertising agency in a junior capacity who are looking to enhance their job performance and accelerate their career path
- ▶ Individuals with experience or aspirations in the creative departments of advertising agencies
- ▶ Individuals who are currently working within broad marketing roles (client side) who wish to establish a change in career path and seek employment in advertising (agency side)
- ▶ Individuals who would like to develop their careers in teaching

COURSE CONTENTS

You will need to complete four 30-credit modules and one 60-credit project (180 credits in total).

Core modules	Credits
Brands & Consumers	30
Communication strategy & creative development	30
Media strategy & channels	30
Agency practice & management	30
Major project	60

85% satisfaction in the University

National Student Survey (NSS), 2016

91% for learning resources

National Student Survey (NSS), 2016



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0800 5999123 or +44 (0)1223 447713



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BB The tutors at Falmouth make the course what it is. Their professional approach to running the course bridges the gap between work and education. Because of their successes within the industry they are able to offer opportunities that you can't find anywhere else. JJ

Ed Ryder and Bryan Stewart,
MA Creative Advertising, 180 Amsterdam

HOW YOU STUDY

You may choose to:

1. Study entirely online without attending any face-to-face workshops.
2. Study online and attend optional residential workshops, held biannually at various locations including the UK, Asia or the Middle East.

A typical workshop will start on **Friday and end on Monday**. Students will be informed at least 4 months in advance giving you plenty of time to arrange your attendance. Attendance is strongly encouraged although not compulsory.

ASSESSMENTS

- ▶ Written assignments (no examinations)
- ▶ Combination of visual, verbal and written works, tailored specifically to each module e.g. essays, briefs, marketing plans, individual reports, collaborative presentations and advertising campaigns

SUPPORT

As a Falmouth student, you enjoy an equal status to students studying on campus:

- ▶ Your own student ID card
- ▶ Access to lynda.com, offering online software tutorials
- ▶ 24/7 online access to library resources
- ▶ Falmouth's student union community
- ▶ Graduation ceremony
- ▶ Falmouth's alumni network

TAUGHT BY INDUSTRY EXPERTS

You will be taught by Falmouth academics, all experts in their fields while tutors bring practical online expertise to the programme.

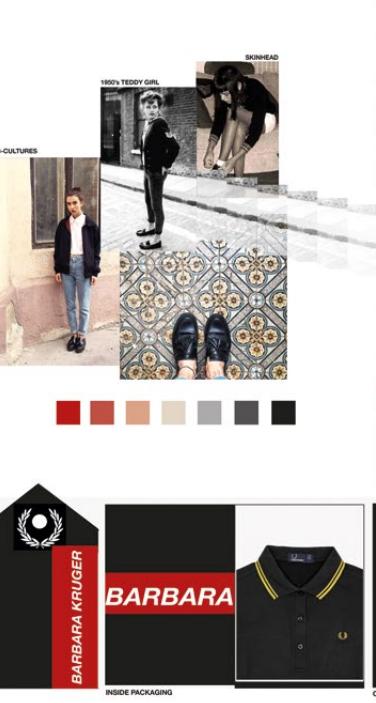
LEARNING ACTIVITIES

There will be guided learning activities consisting of:

- ▶ **Concise online presentations** to introduce key concepts
- ▶ **Small group and class discussions** and **crits** to facilitate interaction and dialogue
- ▶ **Online critiques** to test assumptions, ideas and to receive feedback from peers and tutors
- ▶ **Individual and group tutorials** throughout the course
- ▶ **Independent study**
- ▶ **Self-evaluation and peer feedback**

MA courses in Falmouth block those holes you may have and help you to be practically ready for the industry.

Jasper Cho, MA Creative Advertising



©Jade Webster BA(Hons) Fashion Marketing

THE UK'S NO.1 ARTS UNIVERSITY
2015 & 2016 SUNDAY TIMES LEAGUE TABLE



ABOUT FALMOUTH UNIVERSITY

Falmouth University has an earned reputation for providing a springboard to international graduate careers, whether with leading companies, creative agencies, broadcasters or in enterprise. Falmouth is ranked:

- The UK's No 1 Arts University – The Sunday Times league table 2015, 2016 & 2017
- 1st in the UK for support – Times Higher Education Student Experience Survey, 2016

For more information about Falmouth, please visit flexible.falmouth.ac.uk

ENTRY REQUIREMENTS

We recognise a wide variety of qualifications and/or relevant experience, and encourage applications from people of all ages, backgrounds and cultures, with a demonstrable interest in this subject.

You should have:

- An honours degree or Level 6 equivalent qualification
- Proof of proficiency in English (a 6.5 score on IELTS test of English, 550 in written TOEFL) if English is not your first language

Candidates without a degree or formal qualifications are still encouraged to apply.

FINANCING YOUR STUDIES

You can take advantage of:

- Falmouth Flexible Bursaries
- Alumni discount (15% to Falmouth alumni)
- Early bird discount up to £1,000

For more information about the bursaries and other financial assistance, please visit flexible.falmouth.ac.uk/fees or call us on +44 (0)1223 447713

Terms and conditions apply

TUITION FEES

Tuition fee

- Total: £9,500
- Course fee: £9,300
- Acceptance fee: £200
- Tuition fees can be paid by a one-off payment of £8,550 (£9,300 less £750) or by 6 instalments of £1,550

Payment methods

- By Flywire – this is our preferred option. Students can pay by domestic bank transfer in their own currency; by visa or mastercard; or by online banking. The facility provides currency conversion at exchange rates lower than international banks flywire.com/falmouthflexible
- By email pay
- By phone to the Finance Team

2017/2018 START DATES AND APPLICATION DEADLINES

Course start date	Application deadline
30 May 2017	March 2017
25 September 2017	July 2017
29 January 2018	November 2017

HOW TO APPLY

- Apply online or email your completed application form to flexible@falmouth.ac.uk
- Submit a copy of your first degree certificate or Level 6 equivalent qualification and your IELTS/TOEFL certificate if English is not your first language
- Submit a description of your experience, motivations for studying the course, how you believe it will develop your career and aspirations

All applications are considered on an individual basis.

Invitations for online interviews may be made on an evaluation of your application.

Please contact us for FREE advice.
Call 0800 5999123 or +44 (0)1223 447713

97% overall employability

Destination of Leavers from Higher Education Survey (DLHS) 2015