

Or ... the fundamentals of creativity and its expression in marketing communication ...

## Course Overview

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During this course you will study the roles of advertising, PR & marketing communications as socialising practices with the potential to influence culture and the ways in which we make sense of the world around us. On this course we will explore concepts of culture and identity & will develop a critical understanding of these concepts together with the principles & activities of marketing communications in a multicultural context. You will develop an appreciation of the diversity of cultural values both in the wider global community & within our local communities & day-to-day working environments, & consider the impact that such diversity may have on communication practice..

## When, Where and How Much?

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Your creative retreat will take place on 4-5 March 2011 (in Bournemouth). This will be followed by seven weeks of online supported tuition.

If you so wish you will have the option of working towards an academic assignment & on successful completion of this you will gain 20 Masters level credits. If you go on to participate in and pass more of our courses you can build your own tailored postgraduate qualification, accruing credit towards a PG Cert (3 courses), a PG Dip (6 courses) & a Masters (8 courses). Strengthen your CV & widen your skills base at the same time!

The cost of this course is £800. For information on available discounts, please visit our website.

## Course Delivery

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This course will be delivered by Carrie Hodges. Carrie is a lecturer in Public & Intercultural Communication; her research interests include intercultural communication, international public relations & communication for social change. Her professional experience includes Business Development Advisor to a young CSR charity & Strategic Communication Advisor & EU Presidency Co-ordinator at the British Embassy, Mexico City. Caroline is currently Secretary of the Board of Trustees of the United Youth Development Organisation (UYDO), a student-led, not-for-profit microfinance organisation, member of the Editorial Board of the *International Review on Public & Non-profit Marketing* & Visiting Lecturer at the Universidad Rey Juan Carlos, Madrid.

Of the course, Caroline says, "*the context in which professional communicators operate is becoming ever more international & increasingly characterised by the need for awareness & understanding of global issues & cultural sensitivity. Any organisation with a web presence has an international presence*"

## Additional Entry Requirements

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This course is open to media professionals with an undergraduate degree and the required work experience in a relevant industry (normally a minimum of two years); & to non-graduates with

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significant and relevant work experience (normally ten years) who can demonstrate an ability to both complete & benefit from the course.

### Further Details

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Full details of how to apply & the relevant application form are available at [www.bournemouth.ac.uk/mixtape](http://www.bournemouth.ac.uk/mixtape).

If you would like to contact us to find out more, please give us a call on 01202 965646 or drop us an e-mail at [mixtape@bournemouth.ac.uk](mailto:mixtape@bournemouth.ac.uk)