



Programme Specification (Postgraduate)

Date amended: 27 March
2019 for students entering
in 2019/20

1. Programme Title(s):

MA in Media and Public Relations
PG Diploma/PG Certificate in Media and Public Relations*

*Exit awards only

2. Awarding body or institution:

University of Leicester

3. a) Mode of study

Full Time

b) Type of study

Campus Based

4. Registration periods:

The normal period of registration is 12 months

The maximum period of registration is 24 months

5. Typical entry requirements:

Candidates should normally have at least a good second class honours degree in any relevant discipline from a recognized University, though a Social Sciences Degree would be particularly relevant. Applicants who do not have a first degree, but who can demonstrate other relevant qualifications and/or experience may also be considered. Where English is not the first language, students are required, prior to admission to the Centre, to provide evidence of their proficiency in both written and spoken English. This should usually be a score of 6.5 in the British Council IELTS test. The University will also accept equivalent qualifications and further advice can be obtained from the Graduate Office.

6. Accreditation of Prior Learning:

Not applicable

7. Programme aims:

The programme will cover the history and development of public relations in different parts of the world and provides a theoretical framework for analysing public relations that seeks to contextualise public relations as an academic discipline; this in turn will help students to better understand the structures of public relations in practice and public relations as a social or cultural phenomenon. The programme aims to teach students about the principles and practice of public relations by examining the structure of the PR sector and the way it works. It will examine basic PR strategies and the use of research to inform PR campaigns and to measure their impact and effectiveness. Case studies will be used to illustrate successful and ineffective PR campaigns and teach students how to analyse PR campaigns and to understand the management of crisis communications scenarios. The course will also focus on the structural relationships between PR and the media, strategic communications management and will examine how commercial businesses use PR techniques to promote themselves and how NGOs campaign for social change.

8. Reference points used to inform the programme specification:

- QAA Framework for Higher Education Qualifications
- University of Leicester Learning and Teaching Strategy:
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- University Employability Strategy
- Annual programme reviews of existing taught postgraduate provision
- Periodic Developmental Review Reports
 - Annual Developmental Review
- External examiners' reports
- First Destinations Data
- Surveys of registered School of Media, Communication and Sociology taught postgraduate students
- Background research was carried out on programmes being offered at universities elsewhere in the UK and market research was carried out among overseas students in the School and with the help of Marketing and Communications. The market research indicated the key areas that students expected to learn about in this type of programme. The School has also consulted with the Chartered Institute of Public Relations about the contents of the programme.

9. Programme Outcomes:

The Intended Learning Outcomes listed below refer to Postgraduate Diploma and Master's level, except where indicated otherwise.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Subject and Professional skills		
Knowledge		
<p>Advanced knowledge of public relations history, contemporary developments, industry structures, principles and practices.</p> <p>For the PG Cert: Knowledge of the theories, methodologies and approaches used for studying the subject</p> <p>For the MA and PG Dip: Advanced knowledge of the theories, methodologies and approaches used for studying the subject.</p>	<p>Lectures, seminars, tutorials, workshops, guided private study; one-to-one meetings/supervisions during office hours</p>	<p>Oral presentations, essays and, for the MA only, the dissertation/project</p>
Concepts		

For the PG Cert: identify and describe, for the PG Dip and MA, identify, describe and critique, the major theoretical frameworks used to analyse the impact of public relations operations	Lectures, seminars, tutorials, workshops, guided private study; one-to-one meetings/supervisions during office hours	Oral presentations, essays and, for the MA only, the dissertation/project
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Techniques		
Mastery of theoretical materials, information retrieval, bibliography and research skills and methods, writing, oral and analytical skills	Lectures, tutorials, guided private study, one-to-one meetings/supervisions during office hours	Practical assignments, essays and, for the MA only, the dissertation/project
Critical analysis		
Ability to appraise theoretical approaches to public relations techniques; ability to critique efficacy of public relations practices and campaigns	Lectures, tutorials, workshops and guided private study	Oral presentations, essays, project work, and, for the MA only, the dissertation/project
Presentation		
Ability to organise research material and data in a manner appropriate to the medium to be assessed; to distinguish between relevant and non-relevant material; for the MA only: write up research findings to a professional standard	Lectures, tutorials, guided private study, one-to-one meetings/supervisions during office hours	Oral presentations, essays, report writing, , for the MA only, the dissertation/project
Appraisal of evidence		
Ability to critically review a range of public relations issues and practices; ability to identify appropriate methodologies for specific lines of enquiry; ability to distinguish good and poor quality research evidence; for the MA only: assess relevance and quality of a substantial range of primary and secondary literature and empirical research evidence; mount and sustain an independent level of enquiry at an advanced level.	Lectures, tutorials, guided private study, one-to-one meetings/supervisions during office hours	Oral presentations, essays, practical assignments, and, for the MA only, the dissertation/project
(b) Transferable skills		
Research skills		

Acquisition of competencies in literature reviewing, use of research methodologies, data analysis techniques and project management.	Lectures; (for the MA only): tuition in proposal writing and one-to-one meetings/supervisions during office hours	Oral presentations, essays, e-portfolio and, for the MA only, the dissertation/project
Communication skills		
Ability to deliver oral presentations to a high standard with an awareness of the audience's interests; ability to handle questions; ability to write clearly and concisely	Lectures, one-to-one meetings/supervisions during office hours	Oral presentations, essays, practical exercises, e-portfolio and, for the MA only, dissertation/project
Data presentation		
Ability to present research data concisely in a way that renders research easy to digest, using appropriate presentation techniques	Lectures, group work and independent research, one-to-one meetings/supervisions during office hours	Essays, report writing, and, for the MA only, the dissertation/project
Information technology		
Familiarity with and ability to utilise word processing, spreadsheet and presentation packages; ability to search for information effectively using online tools and resources; use of qualitative data analysis software	Tutorials, practical exercises, workshops	Reports, and, for the MA only, the dissertation/project
Problem solving		
Ability to assess and solve problems related to the design and implementation of research methods; ability to identify best approaches to investigating problems and answering research questions; ability to identify appropriate methodology and data.	Lectures, tutorials, group work, and independent research	Oral presentations, group projects, report writing, and for the MA only, the dissertation/project
Working relationships		
Awareness and use of expert sources, and ability to collaborate with peers on projects and exercises	Lectures, tutorials and group work	Group projects and oral presentations
Managing learning		

Ability to Identify suitable material for specific essays from reading lists, library and web-based sources; ability to organise work to meet timetabled deadlines and to construct coherent oral and written exercises of scale appropriate to required task; (for the MA only) ability to identify a credible research project, drawing up a realistic research time-table, identifying and applying suitable research methodologies, reflecting on and writing up results.	Lectures in research methods, independent research and group exercises, one-to-one meetings/supervisions during office hours	Oral presentations, essays, report writing, and for the MA only, the dissertation/project
Career management		
Ability to identify key industry figures, research institutions and academic institutions in the field; ability to explore networking events and career talks, and seek career advice.	Working with colleagues from a wide range of professional backgrounds, independent research and, for the MA only, dissertation supervision	Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group discussions.

10. Special features:

The programme will include regular talks and presentations by qualified and experienced public relations professionals. Local PR professionals will also be involved in practical exercises conducted by students in individuals and group projects. Teaching on crisis communications is delivered in liaison with a local public relations agency.

11. Indications of programme quality:

Before its launch the programme was developed in consultation with the Chartered Institute for Public Relations. Links have also been established with the Public Relations Consultants Association (PRCA) and the programme has been officially recognized by the PRCA, this has enabled students on the MA to become automatically registered as student member of the PRCA and access their vocational training courses and other career building resources.

12. Scheme of Assessment

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

13. Progression points

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate award where appropriate.

14. Rules relating to re-sits or re-submissions:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

15. Additional information [e.g. timetable for admissions]

N/A

16. External Examiners:

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports can be found [here](#).

Appendix 1: Programme structure (programme regulations)

MA/Postgraduate Diploma in Media & Public Relations

Module Code	Module Title	Credits	Semester
MS7078	Public Relations, Culture and Society	30	Semester 1
MS7400	Media Research Methods	15	Semester 1
MS7079	PR, Journalism and Networked Media	15	Semester 1
MS7310	Strategic Communications Management	15	Semester 2
MS7307	Promotional Cultures	15	Semester 2
MS7312	PR Dissertation/Project	60	Both semesters

* Compulsory only for degree of M.A.

Students should also select two of the following 15 credit modules:

Module Code	Module Title	Credits	Semester
MS7056	Globalization of Sexuality: Culture and Media	15	Semester 2
MS7028	Technology and Social Change: Global Perspectives	15	Semester 2
MS7030	Critical Approaches to Consumer Culture	15	Semester 2
MS7034	International Political Communication	15	Semester 2
MS7043	Digital Media in Everyday Life	15	Semester 2
MS7052	Chinese Media and Popular Culture in a Global Context	15	Semester 2
MS7100	Critical Approaches to Celebrity Culture	15	Semester 2
MS7211	The Cultural Industries: Theory, Policy and Practice	15	Semester 2
MS7036	Digital Journalism	15	Semester 2
MS7223	Studying Film	15	Semester 2
MS7085	Making the Web	15	Semester 2
MS7021	Health Communication in a Global Context	15	Semester 2

The list of optional modules available on an individual programme may be subject to change if they are under or over subscribed to the extent that the quality of teaching would be affected to the detriment of students.

Appendix 2: Module Specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>