



LEEDS
BECKETT
UNIVERSITY

Course

Specification

MA International Communication

Course Code: MAITC

2023/24

leedsbeckett.ac.uk

MA International Communication (Triple Degree) (MAITC)

Material Information Summary for 2023/24 Postgraduate Applicants

Confirmed July 2023

General Information

Award	Master of Arts International Communication (Triple Degree) <i>A collaborative teaching provision by three universities: Leeds Beckett University, IULM (Milan, Italy) and Vilnius University (Lithuania).</i>
Contained Awards	Postgraduate Certificate International Communication
Awarding Body	Leeds Beckett University <i>This award is a triple degree with one awarded by each partner institution with degree-awarding powers, on successful completion of the course delivered through the collaborative teaching partnership.</i>
Level of Qualification & Credits	Level 7 of the Framework for Higher Education Qualifications, with 200 credit points at Level 7 of the Higher Education Credit Framework for England
Course Lengths & Standard Timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: The format is: <ul style="list-style-type: none">• Full Time – 18 months (January start)
Part Time Study	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.
Location(s) of Delivery	Semester 1: IULM (Milan, Italy) Semester 2: Leeds Beckett University, (Leeds, UK [City Campus]) Semester 3: Vilnius University (Vilnius, Lithuania) Some sessions may be delivered online or at Headingley campus, as appropriate.
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit

transfer are located here:

<https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/>

Admissions enquiries may be directed to:

AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

Distinction

The award of a distinction may be made to those students who have attained:

- an average of 70% or more in assessments contributing to the final award.

And/Or

- at least half of all taught modules at the level of distinction in assessments contributing to the final award plus a 60-credit major project module at distinction.

Merit

The award of merit may be made to those students who have attained:

- an average of 60% or more in assessments contributing to the final award.

And/Or

- at least half of all taught modules at the level of merit in assessments contributing to the final award plus a 60-credit major project module at merit or above.

Key Contacts

Your Course Leader	Rudiger Theilmann
Your Academic Advisor	Rudiger Theilmann
Your Course Administrator	Mark Panter (pradminPG@leedsbeckett.ac.uk)

Professional Accreditation or Recognition Associated with the Course

N/A

Course Overview

Aims

The MA International Communication (triple degree) is a collaborative teaching provision by three universities: Leeds Beckett University, IULM (Milan, Italy) and Vilnius University (Lithuania).

It is the main aim of the MA International Communication (MIC):

To educate students to be interculturally competent communication practitioners, able to work in a global context from a European perspective. They anticipate change and are able to create, offer and manage sustainable and innovative solutions to communication problems of the professional field at a senior managerial or consultancy level in organisations.

Course Learning Outcomes

At the end of the course, students will be able to:

- LO1: critically evaluate contemporary strategic management and communication theories and then apply them to the needs of organisations in an international context.
- LO2: develop a high level of intercultural sensitivity by integrating international orientation into professional work in the area of strategic communications management.
- LO3: take initiative and responsibility for the development of knowledge and insights based on systematically detecting, investigating and analysing signals relevant to the organisation's objectives and reputation
- LO4: take a strategic, long-term approach to identifying and solving complex open-ended communication problems and to demonstrate self-direction and originality in a multidisciplinary environment.
- LO5: take responsibility for planning, implementing and evaluating of the effectiveness of communication policy, plans, (research) projects and tools at strategic and tactical levels.

LO6: Critically reflect on developments within the international communication profession, particularly the social impact of such work.

LO7: communicate effectively within the range of different professional roles with all of the stakeholders of the organisation

Teaching and Learning Activities

Summary

The teaching and learning activities range from

- 1) seminars in which theories and models of strategic communication, intercultural communication and culture are critically discussed and the context of practice is reflected
- 2) experiential learning in client projects in which knowledge and skills are applied
- 3) skills trainings in which skills are learnt such as intercultural skills, media and strategic content development skills, management skills and team working skills
- 4) simulations
- 5) the use of digital media/platforms as blended learning platforms as well as platforms which are shared by all consortium universities

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 7 (All modules are core)			
Semester 1 IULM (Milan, Italy)	Semester 2 Leeds Beckett University (Leeds, UK)	Semester 3 Vilnius University (Vilnius, Lithuania)	Semester 4 (All Universities)
Corporate and Social Responsibility (18 credits)	Corporate Communication in an Intercultural Context (20 credits)	Public Diplomacy (20 credits)	Dissertation (including Dissertation Workshop) (60 credits)
Corporate Affairs and Lobbying (16 credits)	Strategic Communication Planning and Management	International Crisis Management (20 credits)	

Level 7 (All modules are core)			
	(20 credits)		
Research Methodology for Business (16 credits)	Specialist Communication Management (10 credits)		

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

On this course students will be assessed predominantly by coursework with some examinations and practical assessments.

Workload

Overall Workload	
Teaching, Learning and Assessment	234 hours
Independent Study	1502 hours
Placement	0 hours

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and opportunities

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.