



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MA Public Relations and Strategic Communication

Course Code: MAPRS

2024/25

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# MA Public Relations and Strategic Communication (MAPRS)

## Material Information Summary for 2024/25 Postgraduate Applicants

Confirmed 01/2024

### General Information

<b>Award</b>	Master of Arts Public Relations and Strategic Communication
<b>Contained Awards</b>	Postgraduate Diploma Public Relations and Strategic Communication  Postgraduate Certificate Public Relations and Strategic Communication
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England
<b>Course Lengths &amp; Standard Timescales</b>	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"><li>• Full Time - 1 year (Sept start) or 16-months (Jan start)</li><li>• Part Time - 2 years (Sept start) or 28-months (Jan start)</li></ul>
<b>Part Time Study</b>	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.
<b>Location(s) of Delivery</b>	City Campus, Leeds. Some sessions may be delivered online or at Headingley campus, as appropriate.
<b>Entry Requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a>  Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .

## 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](mailto: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](http://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 Director**

Sean Dodson

**Your Course Leader**

Rudiger Theilmann

**Your Academic Advisor**

Rudiger Theilmann

**Your Course Administrator**

Mark Panter ([pradminPG@leedsbeckett.ac.uk](mailto:pradminPG@leedsbeckett.ac.uk))

## **Other 'In Year' Work Placement Information**

### **Summary**

Students can do a work placement which counts as an optional module.

This can be done in Public Relations and Communications consultancies as well as in an in-house communication role in any private, public or third sector organisation.

Students will be provided with contacts and offers for placements. The PR group has a dedicated Facebook group to support students in finding placements.

### **Length**

Minimum 20 days.

### **Location**

Various

## **Professional Accreditation or Recognition Associated with the Course**

### **Professional Body**

Chartered Institute of Public Relations (CIPR)

Public Relations and Communication Association (PRCA)

### **Accreditation/ Recognition Summary**

Partner University of the PRCA, Collaboration with CIPR and PRCA in student projects, and free student PRCA membership (which gives students free access to webinars and online resources).

## **Course Overview**

### **Aims**

The aims of the programme are:

- To provide an advanced and challenging curriculum for students who do not possess prior practical or theoretical understanding of the public relations and strategic communication of organisations and individuals, and would like to develop their knowledge and skills at postgraduate level.
- To promote the development of transferable personal and intellectual skills.
- To foster the development of strategic management skills of the communication (media, content) of organisations and individuals
- To promote intellectual development consistent with the demands of postgraduate study.
- To produce graduates who will be able to take up positions in public relations and Communication departments in private, public, profit and non profit organisations in different countries.

- To develop students' capabilities as independent learners and reflective practitioners.

## Course Learning Outcomes

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

- LO1: Demonstrate a systematic understanding of knowledge and a critical awareness of current problems in the practice of the management of communication of organisations from the private, public and not-for-profit sector
- LO2: Critically evaluate and develop skills to manage the media and communication content of organisations with consideration of their stakeholders
- LO3: Demonstrate conceptual understanding that enables the student to evaluate critically current research and advanced scholarship in the field of strategic communication management and to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses
- LO4: Critically evaluate, synthesise and apply contemporary strategic management and communication theories and processes appropriate to the needs of organisations in an international and UK context
- LO5: Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level

## Teaching and Learning Activities

### Summary

The teaching and learning activities range from

- 1) seminars in which theories and models of public relations and strategic communication are critically discussed and the context of practice is reflected
- 2) experiential learning in client projects (with IKEA as a recurring project partner) in which knowledge and skills are applied
- 3) skills trainings in which skills are learnt such as media and strategic content development and management skills (e.g. in video workshops and media training)
- 4) discussions and debates with practitioners as guest speakers about current trends in the professional field
- 5) alumni as mentors who support students in their practical projects
- 6) internships in a wide range of organisations in the field of communication (public, private and third sector; in-house and agencies)

The teaching and learning activities are based on a competency-approach which considers 'competencies as knowledge and skills applied in practice'.

## 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 – Sept Start Full Time			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Corporate Communication in an Intercultural Context (20 credits)	Y	Strategic Digital Communication (20 credits)	Y
Strategic Communication Planning and Management (20 credits)	Y	Communication Skills - Content and Media Strategy (15 credits)	Y
Option 1 (20 credits) from: <ul style="list-style-type: none"> <li>• Editing and Production</li> <li>• PR &amp; Communication for Arts, Culture &amp; Entertainment</li> <li>• Work Placement</li> </ul>	N	Option 2 (20 credits) from: <ul style="list-style-type: none"> <li>• Feature Writing</li> <li>• Communication Consultancy Project</li> <li>• Digital Media Relations</li> <li>• Work Placement</li> </ul>	N
		Contemporary PR – Theory and Practice (5 credits)	Y
Must choose one from: Dissertation (60 credits) <b>OR</b> Marketing Project (60 credits)			N
Semester 3	Core (Y/N)		
Dissertation / Marketing Project (60 credits) <b>continued</b>	N		

Level 7 – Part Time, September start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Corporate Communication in an Intercultural Context (20 credits)	Y	Strategic Digital Communication (20 credits)	Y
Strategic Communication Planning and Management (20 credits)	Y	Communication Skills - Content and Media Strategy (15 credits)	Y
		Contemporary PR – Theory and Practice (5 credits)	Y
Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Option 1 (20 credits) from: <ul style="list-style-type: none"> <li>• Editing and Production</li> <li>• PR &amp; Communication for Arts, Culture &amp; Entertainment</li> <li>• Work Placement</li> </ul>	N	Option 2 (20 credits) from: <ul style="list-style-type: none"> <li>• Feature Writing</li> <li>• Communication Consultancy Project</li> <li>• Digital Media Relations</li> <li>• Work Placement</li> </ul>	N
Must choose one from: Dissertation (60 credits) <b>OR</b> Marketing Project (60 credits)			N

Level 7 – Full Time, January start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Digital Communication (20 credits)	Y	Corporate Communication in an Intercultural Context (20 credits)	Y
Communication Skills - Content and Media Strategy (15 credits)	Y	Strategic Communication Planning and Management (20 credits)	Y
Contemporary PR – Theory and Practice (5 credits)	Y	Option 2 (20 credits) from: <ul style="list-style-type: none"> <li>• Editing and Production</li> <li>• PR &amp; Communication for Arts, Culture &amp; Entertainment</li> <li>• Work Placement</li> </ul>	N
Option 1 (20 credits) from: <ul style="list-style-type: none"> <li>• Feature Writing</li> <li>• Communication Consultancy Project</li> <li>• Digital Media Relations</li> <li>• Work Placement</li> </ul>	N		
Must choose one from: Dissertation (60 credits) <b>OR</b> Marketing Project (60 credits)			N
Semester 3	Core (Y/N)		
Dissertation / Marketing Project <b>continued</b>	N		



Level 7 – Part Time, January start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Digital Communication (20 credits)	Y	Corporate Communication in an Intercultural Context (20 credits)	Y
Communication Skills - Content and Media Strategy (15 credits)	Y	Strategic Communication Planning and Management (20 credits)	Y
Contemporary PR – Theory and Practice (5 credits)	Y		
Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Option 1 (20 credits) from: <ul style="list-style-type: none"> <li>• Feature Writing</li> <li>• Communication Consultancy Project</li> <li>• Digital Media Relations</li> <li>• Work Placement</li> </ul>	N	Option 2 (20 credits) from: <ul style="list-style-type: none"> <li>• Editing and Production</li> <li>• PR &amp; Communication for Arts, Culture &amp; Entertainment</li> <li>• Work Placement</li> </ul>	N
Must choose one from: Dissertation (60 credits) <b>OR</b> Marketing Project (60 credits)			N

## 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 assessed practical activities (this may vary slightly depending on the elective modules chosen). There is a major independent study module which will require the production of a dissertation or research project.

### Workload

Overall Workload	
Teaching, Learning and Assessment	273 hours
Independent Study	1527 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](mailto: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.