



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Corporate Communication

Course Code: MSCCC

2024/25

leedsbeckett.ac.uk

MSc Corporate Communication (MSCCC)

Material Information Summary for 2024/25 Postgraduate Applicants

Confirmed 01/2024

General Information

Award	Master of Science Corporate Communication
Contained Awards	Postgraduate Diploma Corporate Communication Postgraduate Certificate Corporate Communication
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England.
Course Lengths & Standard Timescales	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:</p> <p>The format is:</p> <ul style="list-style-type: none">• 2 years - part time, October and February intakes
Part Time Study	<p>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.</p> <p>The MSc Corporate Communication is considered to be a 'non-standard' delivered course. This means that students attend six weekend teaching blocks over one year and after that write their dissertation. This is to be considered as 'part time study' which is the standard mode of study for that course</p>
Location(s) of Delivery	<p>City Campus, Leeds</p> <p>Some sessions may be delivered online or at Headingley campus, as appropriate.</p>
Entry Requirements	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here:</p> <p>https://www.leedsbeckett.ac.uk/student-information/course-</p>

[information/recognition-of-prior-learning/](http://www.leedsbeckett.ac.uk/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)

This course adheres to the Academic Principles and Regulations set out by the University. Awards of distinction and merit may be made to students who meet the following criteria:

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 dissertation 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 dissertation at merit or above.

Full academic regulations can be found here:

<http://www.leedsbeckett.ac.uk/about/academic-regulations.htm>

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

Professional Body

CIPR (Chartered Institute of Public Relations)

PRCA (Public Relations and Communication Association)

Accreditation/ Recognition Summary

The MSc Corporate Communication is considered to be a 'top-up-route' for CIPR Diploma holders, meaning those students are exempted from 60 credits of studies when taking the MSc Corporate Communication.

Exemptions are based on recognition of prior learning which are individually decided by the course leader after mapping the respective CIPR Diploma content with the modules from the MSc Corporate Communication.

Free PRCA student membership which gives students free access to webinars and online resources.

Course Overview

Aims

The aims of the programme are:

- To provide a framework for practising communication managers and leaders to meet their professional needs and enhance their career opportunities in the field of strategic corporate communications in order to enable them to provide effective strategic direction of the communications of contemporary organisations
- To provide students with knowledge and understanding of the integrative and holistic nature of corporate communications. Primarily integration between the various specialist areas
- To provide the opportunity to gain knowledge of specialist areas of corporate communications, tailored to individual development needs and aspirations, through study of option modules
- To facilitate the development of increased confidence through personal insight and self-knowledge based on understanding and appreciation of individual leadership and other behavioural impact and strengths.

Course Learning Outcomes

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

- LO1: Demonstrate a critical, ethical and reflective approach to their professional/subject/work domain
- LO2: Demonstrate a systematic understanding of knowledge and a critical awareness of current problems in the practice of the management of communication of corporations
- LO3: Have the qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility, decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional
- LO4: Demonstrate conceptual understanding that enables the student to evaluate critically current research and advanced scholarship in the field of corporate communication and to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses
- 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
- LO6: Demonstrate a comprehensive understanding of techniques applicable to their own research or advanced scholarship which enables students to carry out a major independent piece of work in the form of a dissertation which might be workplace related

Teaching and Learning Activities

Summary

The overall learning and teaching approach considers students as reflective practitioners who relate developments in the profession to theoretical concepts.

Students are an important resource for the course and will be encouraged to share their experience and knowledge. The role of staff is seen more as facilitators than lecturers. Discussions and activities will help develop skills of critical analysis, problem solving and advocacy. Opportunities to use these competencies will be provided throughout the course; in particular, there is an expectation that a critical, analytical approach will be demonstrated within assessments and the final dissertation.

The emphasis is on examining the ways organisations communicate strategically and also looking at organisations that fail in their communicative approaches so that case material which is current and beneficial in a practical sense is shared with students and critically discussed as to its applicability to other organisations. There is high emphasis on debating issues in class. Teaching is not always tutor led: students' professional experiences and career backgrounds in different employment sectors are a valuable starting point for resourceful debate.

Learning activities include tutor-led lectures, discussions, and workshops, typically case study based. Student-led presentations and proposals draw on students' own experiences where possible in relation to solving organisational communication problems. Directed reading is provided as preparation for, during and after the module.

After the module delivery students work on their assignments over a period of typically two months. During this time students outline their assignment for which they receive formative feedback and then continue to work on their assignment under the supervision of their tutor. Usually a draft assignment is submitted and fed back before the final submission.

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.

Each module is taught on a Friday and Saturday.

Level 7 – October Start		
Year 1		
Module Title	Delivery Date	Core (Y/N)
Stakeholder & Employee Communication (20 credits)	Mid Oct	Y
Marketing Communications Strategy (20 credits)	Mid Nov	Y
Digital Communication Management (20 credits)	Late Jan	Y
Corporate Social Responsibility (20 credits)	Late Feb	Y
Crisis and Issues Management (20 credits)	Late June	Y
Specialist Public Relations (20 credits)	Early Sept	Y
Year 2		
Dissertation (60 credits)	Early Sept	Y

Level 7 – February Start		
Year 1		
Module Title	Delivery Date	Core (Y/N)
Corporate Social Responsibility (20 credits)	Late Feb	Y
Crisis and Issues Management (20 credits)	Late June	Y
Specialist Public Relations (20 credits)	Early Sept	Y
Stakeholder & Employee Communication (20 credits)	Mid Oct	Y
Marketing Communications Strategy (20 credits)	Mid Nov	Y
Digital Communication Management (20 credits)	Late Jan	Y
Year 2		
Dissertation (60 credits)	Early Feb	Y

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 through coursework. There is a major independent study module which will require the production of a dissertation.

Workload

Overall Workload	
Teaching, Learning and Assessment	144 hours
Independent Study	1656 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.