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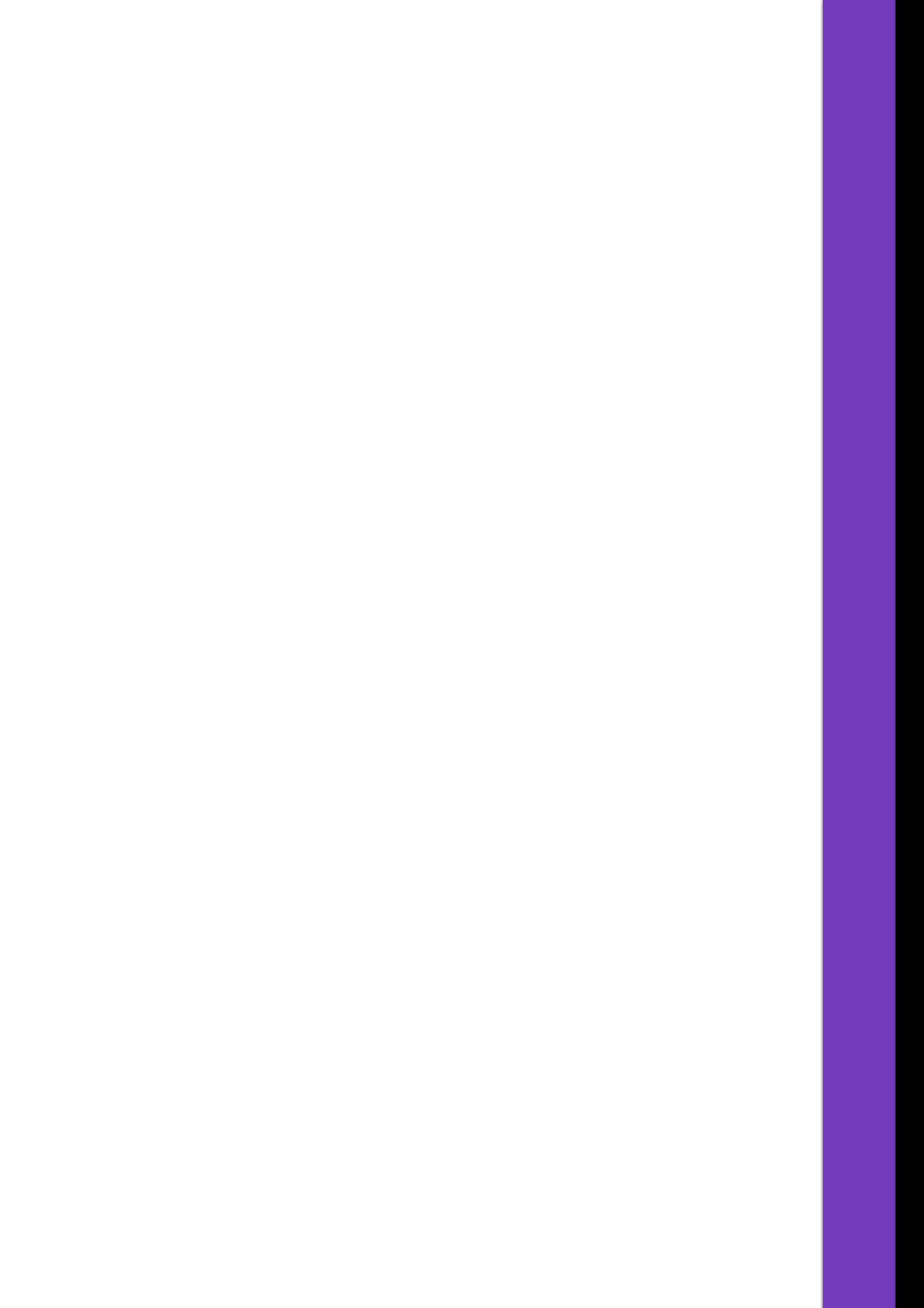
Course Specification

MA Public Relations and Strategic Communication

Course Code: MAPRS

2026/27

leedsbeckett.ac.uk



MA Public Relations and Strategic Communication (MAPRS)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 01/2026

General Information

Award	Master of Arts Public Relations and Strategic Communication
Contained awards	Postgraduate Diploma Public Relations and Strategic Communication (Level 7) Postgraduate Certificate Public Relations and Strategic Communication (Level 7)
Awarding body	Leeds Beckett University
Level of qualification and 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 and standard timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is: <ul style="list-style-type: none">• 12 months (full time, campus based) Sept start• 24 months (part time, campus based) Sept start• 16 months (full time, campus based) Jan start• 28 months (full time, campus based) Jan 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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
Location(s) of delivery	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
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 are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

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 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.

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).

'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.

The course contains a modular placement.

Placement Delivery

Minimum 20 days.

Location

Various

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

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.

Key Contacts

Your course director Sean Dodson

Your course administrator Mark Panter (pradminPG@leedsbeckett.ac.uk)

Course Overview

Aims

The aims of the programme are to:

- 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:

1	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
2	Critically evaluate and develop skills to manage the media and communication content of organisations with consideration of their stakeholders
3	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
4	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
5	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

Compulsory modules – September Start

MA Public Relations and Strategic Communication – Sept Start Full Time	Credits	Semester/ teaching period
Corporate Communication in an Intercultural Context	20	1
Strategic Communication Planning and Management	20	1
Strategic Digital Communication	20	2
Communication Skills – Content and Media Strategy	15	2
Contemporary PR – Theory and Practice	5	2
Dissertation	60	YL
Number of credits of compulsory modules	140	

Option modules – September Start

MA Public Relations and Strategic Communication – Sept Start Full Time	Credits	Semester/ teaching period
Option 1 - Editing and Production	20	1
Option 1 - PR & Communication for Arts, Culture and Entertainment	20	1
Option 1 - Work Placement	20	1
Option 2 - Feature Writing	20	2
Option 2 - Communication Consultancy Project	20	2
Option 2 - Work Placement	20	2
Number of credits of option modules a student should choose	40	

Compulsory modules – September Start (Part Time)

MA Public Relations and Strategic Communication – Sept Start Part Time	Credits	Semester/ teaching period
Corporate Communication in an Intercultural Context	20	1
Strategic Communication Planning and Management	20	1
Strategic Digital Communication	20	2
Communication Skills – Content and Media Strategy	15	2
Contemporary PR – Theory and Practice	5	2
Dissertation	60	Y2 YL
Number of credits of compulsory modules	140	

Option modules – September Start (Part Time)

MA Public Relations and Strategic Communication – Sept Start Part Time	Credits	Semester/ teaching period
Option 1 - Editing and Production	20	Y2 1
Option 1 - PR & Communication for Arts, Culture and Entertainment	20	Y2 1
Option 1 - Work Placement	20	Y2 1
Option 2 - Feature Writing	20	Y2 2
Option 2 - Communication Consultancy Project	20	Y2 2
Option 2 - Work Placement	20	Y2 2
Number of credits of option modules a student should choose	40	

Compulsory modules – January Start

MA Public Relations and Strategic Communication – Jan Start Full Time	Credits	Semester/ teaching period
Strategic Digital Communication	20	1
Communication Skills – Content and Media Strategy	15	1
Contemporary PR – Theory and Practice	5	1
Corporate Communication in an Intercultural Context	20	2
Strategic Communication Planning and Management	20	2
Dissertation	60	YL
Number of credits of compulsory modules	140	

Option modules – January Start

MA Public Relations and Strategic Communication – Jan Start Full Time	Credits	Semester/ teaching period
Option 1 – Feature Writing	20	1
Option 1 – Communication Consultancy Project	20	1
Option 1 - Work Placement	20	1
Option 2 – Editing and Production	20	2
Option 2 – PR & Communication for Arts, Culture & Entertainment	20	2
Option 2 - Work Placement	20	2
Number of credits of option modules a student should choose	40	

Compulsory modules – January Start (Part Time)

MA Public Relations and Strategic Communication – Jan Start Part Time	Credits	Semester/ teaching period
Strategic Digital Communication	20	1
Communication Skills – Content and Media Strategy	15	1
Contemporary PR – Theory and Practice	5	1
Corporate Communication in an Intercultural Context	20	2
Strategic Communication Planning and Management	20	2
Dissertation	60	Y2 YL
Number of credits of compulsory modules	140	

Option modules – January Start (Part Time)

MA Public Relations and Strategic Communication – Jan Start Full Time	Credits	Semester/ teaching period
Option 1 – Feature Writing	20	Y1
Option 1 – Communication Consultancy Project	20	Y1
Option 1 - Work Placement	20	Y1
Option 2 – Editing and Production	20	Y2
Option 2 – PR & Communication for Arts, Culture & Entertainment	20	Y2
Option 2 - Work Placement	20	Y2
Number of credits of option modules a student should choose	40	

Assessment 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

Level 7

This course is 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	Level 7
Teaching, learning and assessment	273 hours
Independent study	1527 hours
Placement	0 hours