LEEDS BECKETT UNIVERSITY

Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.
Information provided here was confirmed on 28/08/2026

General information

Programme code
MAPRS

Target award
If you complete this course successfully you will be eligible for the award of:
MA Public Relations and Strategic Communication

Delivery mode
✓ On campus
☐ Distance learning

Where you will study
The majority of teaching will be at City campus but on occasion may be at Headingley campus.

Professional accreditation or recognition
Professional body
Chartered Institute of Public Relations (CIPR)
Public Relations and Communication Association (PRCA)

Summary of the accreditation or recognition
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).

Awarding body
Leeds Beckett University

Regulator
Office for Students

Level of qualification
Level 7 of the Framework for Higher Education Qualifications

Course duration

If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:
12 months full-time (September Start)
16 months full-time (January Start)
24 months part-time (September Start)
28-months part-time (January Start)

Part-time study

This course can be studied part-time.

If you study the course part-time, it will usually take twice as long to complete compared with the equivalent full-time course. The modules may be delivered in a different sequence than on the full-time course, but you will study the same modules at each academic level. With the agreement of the course team, you may be able to increase your pace of study to shorten the overall course duration.

Work placement

This course includes an optional placement module(s).

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

Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course. Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning
If you have questions about entry requirements and admissions, contact AdmissionsEnquiries@leedsbeckett.ac.uk

Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact Fees@leedsbeckett.ac.uk

Timetable

You will receive your full timetable for the year during induction week.

What you will study

Course aims

The aims of the course 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.

Teaching and learning activities

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'.

Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

The option modules listed may vary. Those listed here are likely to be offered in a typical year.

Level 7

Sept Start FT

Compulsory modules

Module title	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 credits)	60	LTP
Total number of credits of compulsory modules:	140	

Option modules

Module title	Credits	Semester/teaching period
PR & Communication for Arts, Culture & Entertainment	20	1
Editing and Production	20	1
Feature Writing	20	2
Communication Consultancy Project	20	2
Work Placement	20	1 or 2
Total number of credits of elective modules a student must enrol on:	40	

Sept Start PT Y1

Compulsory modules

Module title	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
Number of credits of compulsory modules	80	

Sept Start PT Y2

Compulsory modules

Module title	Credits	Semester/ teaching period
Dissertation	60	YL
Number of credits of compulsory modules	60	

Option modules

Module title	Credits	Semester/ teaching period
Editing and Production	20	1

PR & Communication for Arts, Culture and Entertainment	20	1
Feature Writing	20	2
Communication Consultancy Project	20	2
Work Placement	20	1 or 2
Number of credits of option modules a student should choose	40	

Jan Start FT

Compulsory modules

Module title	**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

Module title	**Credits**	**Semester/ teaching period**
Feature Writing	20	1
Communication Consultancy Project	20	1
Editing and Production	20	2
PR & Communication for Arts, Culture & Entertainment	20	2
Work Placement	20	1 or 2
Number of credits of option modules a student should choose	40	

Jan Start PT Y1

Compulsory modules

Module title	**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
Number of credits of compulsory modules	80	

Jan Start PT Y1

Compulsory modules

Module title	**Credits**	**Semester/ teaching period**
Dissertation	60	YL
Number of credits of compulsory modules	60	

Option modules

Module title	Credits	Semester/ teaching period
Feature Writing	20	1
Communication Consultancy Project	20	1
Editing and Production	20	2
PR & Communication for Arts, Culture & Entertainment	20	2
Work Placement	20	1 or 2
Number of credits of option modules a student should choose	40	

Assessment and feedback

The balance of assessment may change depending on which option modules you choose.

Level 7

This course is assessed mostly by coursework, with some practical assessments and examinations.

Workload

You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

Overall workload	Level 7
Teaching, learning and assessment	273 hours
Independent study	1527 hours