



## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2022/23

Date created: 26/02/2021

Last amended: 21/11/2022

Version no. 3

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### 1. Programme title(s) and code(s)

MA in Media and Public Relations

PG Diploma/PG certificate in Media and Public Relations \*

#### Notes

\* An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

#### [HECOS Code](#)

HECOS Code	%
100444	100

### 2. Awarding body or institution

University of Leicester

### 3. a) Mode of study

Full-time

#### b) Type of study

Campus-based

### 4. Registration periods

The normal period of registration for the September intake is 12 months. The maximum period of registration for the September intake is 24 months.

The normal period of registration for the January intake is 16 months. The maximum period of registration for the January intake is 28 months.

### 5. Typical entry requirements

Candidates should normally have at least a good second class honours degree in any relevant discipline from a recognized University, though a Social Sciences Degree would be particularly relevant. Applicants who do not have a first degree, but who can demonstrate other relevant qualifications and/or experience may also be considered. Where English is not the first language, students are required, prior to admission to the Centre, to provide evidence of their proficiency in both written and spoken English. This should usually be a score of 6.5 in the British Council IELTS test. The University will also accept equivalent qualifications and further advice can be obtained from the Graduate Office.

### 6. Accreditation of Prior Learning

N/A

## 7. Programme aims

The programme will cover the history and development of public relations in different parts of the world and provides a theoretical framework for analysing public relations that seeks to contextualise public relations as an academic discipline; this in turn will help students to better understand the structures of public relations in practice and public relations as a social or cultural phenomenon. The programme aims to teach students about the principles and practice of public relations by examining the structure of the PR sector and the way it works. It will examine basic PR strategies and the use of research to inform PR campaigns and to measure their impact and effectiveness. Case studies will be used to illustrate successful and ineffective PR campaigns and teach students how to analyse PR campaigns and to understand the management of crisis communications scenarios. The course will also focus on the structural relationships between PR and the media, strategic communications management and will examine how commercial businesses use PR techniques to promote themselves and how NGOs campaign for social change.

## 8. Reference points used to inform the programme specification

- QAA Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [University Learning Strategy](#)
- [University Assessment Strategy](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data
- Surveys of registered School of Media, Communication and Sociology taught postgraduate students
  - Background research was carried out on programmes being offered at universities elsewhere in the UK and market research was carried out among overseas students in the School and with the help of Marketing and Communications. The market research indicated the key areas that students expected to learn about in this type programme. The School has also consulted with the Chartered Institute of Public Relations about the contents of the programme.

## 9. Programme Outcomes

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

### a) Discipline specific knowledge and competencies

#### i) Knowledge

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Advanced knowledge of public relations history, contemporary developments, industry structures, principles and practices.	Lectures, seminars, tutorials, workshops, guided private study; one-to-one meetings/supervisions during office hours	Oral presentations, essays and, for the MA only, the dissertation/project

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
For the PG Cert: Knowledge of the theories, methodologies and approaches used for studying the subject	Lectures, seminars, tutorials, workshops, guided private study; one-to-one meetings/supervisions during office hours	Oral presentations, essays and, for the MA only, the dissertation/project
For the MA and PG Dip: Advanced knowledge of the theories, methodologies and approaches used for studying the subject.	Lectures, seminars, tutorials, workshops, guided private study; one-to-one meetings/supervisions during office hours	Oral presentations, essays and, for the MA only, the dissertation/project

ii) Concepts

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
For the PG Cert: identify and describe, for the PG Dip and MA, identify, describe and critique, the major	Lectures, seminars, tutorials, workshops, guided private study; one-to-one meetings/supervisions during office hours	Oral presentations, essays and, for the MA only, the dissertation/project

iii) Techniques

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
Mastery of theoretical materials, information retrieval, bibliography and research skills and methods, writing, oral and analytical skills	Lectures, tutorials, guided private study, one-to-one meetings/supervisions during office hours	Practical assignments, essays and, for the MA only, the dissertation/project

iv) Critical analysis

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
Ability to appraise theoretical approaches to public relations techniques; ability to critique efficacy of public relations practices and campaigns	Lectures, tutorials, workshops and guided private study	Oral presentations, essays, project work, and, for the MA only, the dissertation/project

v) Presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to organise research material and data in a manner appropriate to the medium to be assessed; to distinguish between relevant and non-relevant material; for the MA only: write up research findings to a professional standard	Lectures, tutorials, guided private study, one-to-one meetings/supervisions during office hours	Oral presentations, essays, report writing, , for the MA only, the dissertation/project

vi) Appraisal of evidence

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to critically review a range of public relations issues and practices; ability to identify appropriate methodologies for specific lines of enquiry; ability to distinguish good and poor quality research evidence; for the MA only: assess relevance and quality of a substantial range of primary and secondary literature and empirical research evidence; mount and sustain an independent level of enquiry at an advanced level.	Lectures, tutorials, guided private study, one-to-one meetings/supervisions during office hours	Oral presentations, essays, practical assignments, and, for the MA only, the dissertation/project

**b) Transferable skills**

i) Research skills

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Acquisition of competencies in literature reviewing, use of research methodologies, data analysis techniques and project management.	Lectures; (for the MA only): tuition in proposal writing and one-to-one meetings/supervisions during office hours	Oral presentations, essays, e-portfolio and, for the MA only, the dissertation/project

ii) Communication skills

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to deliver oral presentations to a high standard with an awareness of the audience's interests; ability to handle questions; ability to write clearly and concisely	Lectures, one-to-one meetings/supervisions during office hours	Oral presentations, essays, practical exercises, e-portfolio and, for the MA only, dissertation/project

iii) Data presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to present research data concisely in a way that renders research easy to digest, using appropriate presentation techniques	Lectures, group work and independent research, one-to-one meetings/supervisions during office hours	Essays, report writing, and, for the MA only, the dissertation/project

iv) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Familiarity with and ability to utilise word processing, spreadsheet and presentation packages; ability to search for information effectively using online tools and resources; use of qualitative data analysis software	Tutorials, practical exercises, workshops	Reports, and, for the MA only, the dissertation/project

v) Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to assess and solve problems related to the design and implementation of research methods; ability to identify best approaches to investigating problems and answering research questions; ability to identify appropriate methodology and data.	Lectures, tutorials, group work, and independent research	Oral presentations, group projects, report writing, and for the MA only, the dissertation/project

vi) Working relationships

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Awareness and use of expert sources, and ability to collaborate with peers on projects and exercises	Lectures, tutorials and group work	Group projects and oral presentations

vii) Managing learning

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to identify suitable material for specific essays from reading lists, library and web-based sources; ability to organise work to meet timetabled deadlines and to construct coherent oral and written exercises of scale appropriate to required task; (for the MA only) ability to identify a credible research project, drawing up a realistic research time-table, identifying and applying suitable research methodologies, reflecting on and writing up results.	Lectures in research methods, independent research and group exercises, one-to-one meetings/supervisions during office hours	Oral presentations, essays, report writing, and for the MA only, the dissertation/project

viii) Career management

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to identify key industry figures, research institutions and academic institutions in the field; ability to explore networking events and career talks, and seek career advice.	Working with colleagues from a wide range of professional backgrounds, independent research and, for the MA only, dissertation supervision	Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group discussions.

## 10. Special features

The programme will include regular talks and presentations by qualified and experienced public relations professionals. Local PR professionals will also be involved in practical exercises conducted by students in individuals and group projects. Teaching on crisis communications is delivered in liaison with a local public relations agency.

## 11. Indicators of programme quality

Before its launch the programme was developed in consultation with the Chartered Institute for Public Relations. Links have also been established with the Public Relations Consultants Association

(PRCA) and the programme has been officially recognized by the PRCA, this has enabled students on the MA to become automatically registered as student member of the PRCA and access their vocational training courses and other career building resources.

## **12. Criteria for award and classification**

This programme follows the standard scheme of taught postgraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

## **13. Progression points**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate/exit award where appropriate.

## **14. Rules relating to re-sits or re-submissions**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

## **15. External Examiners reports**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at [exampapers@Leicester](mailto:exampapers@Leicester) [log-in required]

## **16. Additional features** (e.g. timetable for admissions)

Admissions are in September and January.

Students admitted in September undertake their dissertation during the summer of the following year and submit their dissertation in September (12 months in total).

Students admitted in January start by following semester 2 modules and break during the summer; in the following September they follow semester 1 modules and start their dissertation in January of the following year, submitting their dissertation at the end of May. Although this implies 16 months in total, only 12 are actually spent in the course.

## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2022/23

Date created: May 2020 Last amended: 21/11/2022

Version no. 3

### Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

MA/Postgraduate Diploma in Media and Public Relations

#### Updates to the programme

Academic year affected	Module Code(s)	Update
2022/23	MS7025, MS7080, MS7081 & MS7087	Removal of Semester 2 option modules
2022/23	MS7307 MS7214 & MS7084	Addition of Semester 2 option modules
2022/23	MS7307 & MS7224	Previous core module MS7307 replaced with an <i>either/or</i> choice of MS7307 and MS7224. Both modules remain as options in the full list of Semester 2 options, so students may choose both.
2022/23	MS7021	Semester 2 option module MS7021 name change from Health Communication in Global Context, to Health Communication Theory and Practice
2022/23	MS7312/MS7012	Students have systematically not opted for MS7312 and completed a conventional dissertation since MS7312 was introduced, so it's being withdrawn and reverting to MS7012 the standard dissertation shared across Media PGT programmes



### Credit breakdown September intake

Status	Year long	Semester 1	Semester 2	Other delivery period
Core taught	Choose an item.	60 credits	30 credits	Choose an item.
Optional	Choose an item.	Choose an item.	30 credits	Choose an item.
Dissertation/project	60 credits	Choose an item.	Choose an item.	Choose an item.

180 credits in total

### Credit breakdown January intake

Status	Year long	Semester 2	Semester 1	Other delivery period
Core taught	Choose an item.	30 credits	60 credits	Choose an item.
Optional	Choose an item.	30 credits	Choose an item.	Choose an item.
Dissertation/project	60 credits	Choose an item.	Choose an item.	Choose an item.

180 credits in total

## Level 7/Year 1 September intake 2022/23

### Core modules

Delivery period	Code	Title	Credits
Semester 1	MS7078	Public Relations, Culture and Society	30 credits
Semester 1	MS7400	Media Research Methods	15 credits
Semester 1	MS7079	PR, Journalism and Networked Media	15 credits
Semester 2	MS7310	Strategic Communications Management	15 credits
Term 3	MS7012	Dissertation	60 credits

In Semester 2 students will choose **either**:

Semester 2	MS7307	Promotional Cultures	15 credits
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**Or:**

Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits
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### Notes

MS7312 is compulsory only for degree of MA

### Option modules

Delivery period	Code	Title	Credits
Semester 2	MS7013	Media Audiences and Users	15 credits
Semester 2	MS7021	Health Communication Theory and Practice	15 credits
Semester 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits

Delivery period	Code	Title	Credits
Semester 2	MS7307	Promotional Cultures	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	15 credits
Semester 2	MS7084	Advertising Creativity	15 credits

#### Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

#### Level 7/Year 1 January intake 2022/23

##### Core modules

Delivery period	Code	Title	Credits
Semester 2	MS7310	Strategic Communications Management	15 credits
Semester 1*	MS7078	Public Relations, Culture and Society	30 credits
Semester 1*	MS7400	Media Research Methods	15 credits
Semester 1*	MS7079	PR, Journalism and Networked Media	15 credits
Semester 2*	MS7012	Dissertation	60 credits

#### Notes

(\* denotes modules that take place in academic year 2023/24); MS7312 is compulsory only for degree of MA

In Semester 2 (of academic year 2022/23, so January starters first semester) students will choose **either**:

Semester 2	MS7307	Promotional Cultures	15 credits
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**OR:**

Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits
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#### Option modules

Delivery period	Code	Title	Credits
Semester 2	MS7013	Media Audiences and Users	15 credits
Semester 2	MS7021	Health Communication Theory and Practice	15 credits
Semester 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits
Semester 2	MS7307	Promotional Cultures	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	15 credits
Semester 2	MS7084	Advertising Creativity	1 credits

#### Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

#### Appendix 2: Module specifications

See taught postgraduate [module specification database](#) (Note - modules are organized by year of delivery).