

1. Programme Title(s):

MA in Media and Public Relations

PG Diploma/PG Certificate in Media and Public Relations*

*Exit awards only

2. Awarding body or institution:

University of Leicester

3. a) Mode of study

Part Time

b) Type of study

Distance Learning

4. Registration periods:

The normal period of registration is 24 months

The maximum period of registration is 48 months

5. Typical entry requirements:

A candidate shall hold a degree with first or second class honours or a higher degree of a University of the United Kingdom or of the Council for National Academic Awards, or an equivalent qualification.

In special cases the Graduate Dean may, on behalf of Senate, waive the requirement that a candidate shall have obtained the qualification stipulated above, but candidates without such a qualification shall be required to satisfy the examiners in a qualifying examination or otherwise be able to satisfy Senate that they are by virtue of previous training and experience or published work, qualified to pursue an advanced course of study. Such candidates may, for example, be asked complete an entry assignment (typically an essay) so as to demonstrate their readiness for postgraduate study. Clear guidance will be provided on assessment criteria.

Where English is not the first language, applicants 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:

Not accepted.

7. Programme aims:

The programme aims to engage with contemporary debates around the Media and Public Relations, providing a deep and contextualised understanding of Public Relations in the modern media landscape. It will provide a grounding in the core issues in media and communication within which the history and development of public relations in different parts of the world sits, and will also provide a theoretical framework for analysing public relations; 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 both 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 political actors and commercial businesses use PR techniques to promote themselves and how NGOs campaign for social change.

It is expected that many of the students on this programme will already be working in PR or other related communication professions. The programme aims to enhance such students understanding of their profession, issues and debates relating to it and to the wider context of media and communication industries, and provide them with enhanced critical, analytical and research skills that could contribute to long term career development. The programme involves academic study of Media and PR; it is not a vocational course.

8. Reference points used to inform the programme specification:

- QAA Framework for Higher Education Qualifications
- University of Leicester Learning and Teaching Strategy:
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- University Employability Strategy.
- Annual programme reviews of existing taught postgraduate provision
- Periodic Developmental Review Reports (November 2011)
- External examiners' reports
- First Destinations Data
- Surveys of registered Department of Media and Communication 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 Department and with the help of the Department of Marketing and Communications. The market research indicated the key areas that students expected to learn about in this type of programme. The Department has also consulted with the Chartered Institute of Public Relations about the contents of the programme.

9. Programme Outcomes:

The Intended Learning Outcomes listed below refer to Postgraduate Diploma and Master's level, except where indicated otherwise.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Subject and Professional skills		
Knowledge		
<p>Advanced knowledge of media and public relations history, contemporary developments, industry structures, principles and practices.</p> <p>For the PG Cert: Knowledge of the theories, methodologies and approaches used for studying the subject</p> <p>For the MA and PG Dip: Advanced knowledge of the theories, methodologies and approaches used for studying the subject</p>	<p>Prepared materials (e.g. short videos, podcasts, screencasts and wraparound commentaries), linked to a carefully structured set of required and recommended primary readings all provided through the online learning platform. Learning will be facilitated by students working through the prepared materials and readings, supplemented by e-tivities for individual students to complete, and through open and structured discussion forums, moderated by module tutors.</p>	<p>Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.</p>
Concepts		
<p>Identify, describe and critique, the major theoretical frameworks used to analyse the impact of media and public relations operations</p>	<p>Prepared materials (e.g. short videos, podcasts, screencasts and wraparound commentaries), linked to a carefully structured set of required and recommended readings all provided through the online learning platform. Learning will be facilitated by students working through produced materials and reading, supplemented by e-tivities for individual students to complete, and through open and structured discussion forums, moderated by module tutors.</p>	<p>Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.</p>
Techniques		
<p>Mastery of theoretical materials, information retrieval, bibliography construction and comprehension, and research skills and methods, writing, oral and analytical skills</p>	<p>Use of e-reading lists, library search tools, web search tools. Study and research skills embedded into Module components and assessment (e.g. research methods covered in the Module: Media Research Design and Practice)</p>	<p>Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.</p>

Critical analysis		
Ability to appraise theoretical approaches to: media issues; public relations and the media industries, as well as public relations techniques. Ability to critique the efficacy of public relations practices and campaigns. Ability to critique media research.	'Issues in Media and Communication' will address critical approaches to media industries; the modules on 'PR & Society' and 'Strategic Communication Management' are designed to critically engage with PR techniques, practices and campaigns. The final module (and dissertation) focus on critical approaches to media research.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.
Presentation		
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	These skills are built into student learning through formative and summative elements in all modules, building to the Research Design & Practice module and the dissertation in particular.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.
Appraisal of evidence		
Ability to critically review a range of media and 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.	These skills are built into student learning through formative and summative elements in all modules.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.
(b) Transferable skills		
Research skills		
Acquisition of competencies in literature reviewing, use of research methodologies, data analysis techniques and project management.	Independent research, online exercises, online supervision, formative assessment linked to research skills, including proposal writing.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.

Communication skills		
Ability to deliver presentations to a high standard with an awareness of the audience's interests; ability to handle questions; ability to write clearly and concisely.	Independent research, online exercises, online supervision, and study skills provision built into module design.	Written assignments, presentations, e-tivities and discussion forum and oral/audio contributions, and, for the MA only, the dissertation.
Data presentation		
Ability to present research data concisely in a way that renders research easy to digest, using appropriate presentation techniques.	Independent research, online exercises, online supervision, and study skills provision built into module design.	Written assignments, reports, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.
Information technology		
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.	As an online only course, IT familiarity will be a requirement for effective student learning. Guides to online learning and online study skills will feature throughout the course.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.
Problem solving		
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.	The module Research Design & Practice is directly focused on these learning outcomes.	Written assignments, e-tivities and discussion forum contributions on the methods module and, for the MA only, the dissertation.
Working relationships		
Awareness and use of expert sources, and ability to collaborate with peers on projects and exercises.	Prepared materials are by internal subject experts. Structured required and recommended readings are taken from expert sources. E-tivities for individual students to complete will link to external expert resources, and the open, structured discussion forums, moderated by module tutors, will allow spaces for peer communication and collaboration.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.

Managing learning		
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.	Prepared materials (e.g. short videos, podcasts, screencasts and wraparound commentaries), linked to a carefully structured set of required and recommended readings all provided through the online learning platform. Learning will be facilitated by students working through produced materials and reading, supplemented by e-tivities for individual students to complete, and through open and structured discussion forums, moderated by module tutors.	Written assignments, presentations, e-tivities and discussion forum contributions and, for the MA only, the dissertation.
Career management		
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 student reflection on their own personal and professional development through the personal tutor system.

10. Special features:

Teaching will be facilitated through materials produced by the core teaching staff in a variety of forms (e.g. short videos, podcasts, screencasts and wraparound commentaries), linked to a carefully structured set of required and recommended readings all provided through the online learning platform. Learning will be facilitated by students working through produced materials and reading, supplemented by e-tivities for individual students to complete, and through open and structured discussion forums, moderated by module tutors.

Students on this programme will of course have access to the University's Career Development Service but more importantly as a student member of the Public Relations Consultants Association they will be able to take advantage of the networking and career enhancing opportunities this professional body provides.

11. Indications of programme quality:

The degree is one of a small number in the UK which has been granted partner status by the Public Relations Consultants Association (PRCA). The programme has been officially recognized by the PRCA and this will enable students on the MA to become automatically registered as student member of the PRCA and to access their vocational training courses and other career building resources.

12. Scheme of Assessment

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

13. Progression points

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

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 award where appropriate.

14. Rules relating to re-sits or re-submissions:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

15. External Examiners reports

16. Additional information [e.g. timetable for admissions]

Appendix 1: Outline of Programme Structure

MA/Postgraduate Diploma in Media & Public Relations

	Module Code	Module Title	Credits
Compulsory	MS7616	Issues in Media and Communication	30
	MS7617	PR and Society	30
	MS7618	Strategic Communications Management	30
	MS7619	Media Research Design and Practice	30
	MS7620	*Dissertation	60
		Total	180

** Compulsory only for degree of M.A..*

Appendix 2: Module Specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>