Programme Specification

Programme award and title: MSc in Strategic Communication and Public Relations (joint programme with Pompeu Fabra University)

SCQF Level: 11  SCQF Credit Value: 180

Educational aims of the programme:
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

- Public relations encompasses a range of professional roles such as stakeholder relations, issues management, corporate affairs, corporate communications, public affairs, communication management, crisis management and corporate social responsibility. The programme is designed for academically able students from a variety of degree and cultural backgrounds to develop the appropriate intellectual skills at Masters Level for a management level career in Public Relations. The programme aims to help students develop a critical appreciation of the role of public relations in society and to develop key analytical and professional skills. The programme will be submitted for recognition by the UK Chartered Institute of Public Relations.
- This variant of our flagship MSc Strategic Public Relations and Communication Management programme is delivered jointly with our partner Pompeu Fabra University in Barcelona. The programme is delivered completely in English.
- This variant will provide students with a solid European and international perspective on public relations and gives them the opportunity to study in both Stirling and Barcelona. Modules will include perspectives on public relations theory and practice, focussed case studies, public affairs and lobbying approaches compared with national and also US approaches, public diplomacy, media relations, and strategic planning.
- Students spend one semester at the University of Stirling and one semester at Pompeu Fabra University in Barcelona, Spain.
- This partnership allows us to give students a multicultural and intercultural experience as well as having teaching teams with specialist areas of research and practice.
- Students on this variant will also have the opportunity to go to Brussels for specialist seminars on public affairs and advocacy topics.

Intended programme learning outcomes:
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student's personal development planning (PDP) and future employability.

Knowledge and understanding
- International perspectives on public relations
- Critical appreciation of the role of public relations in society
- Stakeholder relations
- Public relations and communication management theory
- The role of traditional and technological media in a globalised world
- Ethical issues and corporate social responsibility
- Organizational culture, identity, climate and behaviour
- Public opinion, publics and activism
- Persuasion, rhetoric and discourse
- Globalisation and inter-cultural communication
- Public diplomacy
- New media

Subject-specific skills and other attributes
- Stakeholder analysis
- Public relations programming, research and evaluation
• Media relations skills
• Communications audit skills
• Issues management and crisis planning
• Application of public relations, communications, media, management and organization theories to
  interpret public relations cases, diagnose problems and propose solutions
• New media technologies and their application to public relations

Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving
abilities) and other attributes
• Interpersonal and team-building skills in multi-cultural settings
• Emotional intelligence, counselling, consulting and client-handling skills
• Research skills
• Presentation skills including those needed for press conferences and broadcast interviews
• Writing skills for reports and executive summaries, news releases and web-writing

Learning, teaching and assessment strategies:
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning
outcomes, including any distinctive features
• A very wide range of teaching and learning strategies have evolved to meet the needs of public
  relations students and to enable them to achieve the learning outcomes. These strategies are
  combined in such a way as to provide a rich and varied experience. Assessment procedures are
  regularly reviewed and revised in relation to student output. Students learn to be flexible in their
  approach to learning and self-development since they cannot simply apply routines from
  undergraduate work. Examples of assessment have included: public relations campaigns including
  presentations and report; a media relations portfolio which includes press releases, feature articles,
  and blogs;
  analysis using a postmodern organisational theory framework focusing on an organisation
  of which the student has been a member; crisis press conference (occasionally international video
  conference); press release and feature articles; content analysis; presentations; essays
• Teaching is likewise varied incorporating lectures, seminars, workshops, case studies, small group
  tutorials, and visiting speaker presentations.

Professional/statutory body accreditation or recognition:

Further details:

Entry requirements: http://www.external.stir.ac.uk/postgrad/index.php

Programme structure: http://www.calendar.stir.ac.uk/

Relevant Subject Benchmark statement (if applicable):
http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp

Scottish Credit and Qualifications Framework: http://www.scqf.org.uk/the_framework.asp

Introduction/revision date: