Programme Specification

Programme award and title: MSc in Public Communications Management

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

- Students will examine the various branches of public communications developing a theoretical, analytical and practical insight into cognate areas including advertising, print journalism, marketing, PR, public affairs and speechwriting.
- Students will be introduced to a range of key concepts required in managing public and commercial enterprises and in dealing with internal communications, investor relations, media relations and public affairs.
- Students will be equipped with vocational communication skills increasingly demanded by employers for media, cultural and business management positions.
- Students will gain greater understanding of how new information technologies have impacted on managerial roles and corporate governance.

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
- Students will develop a critical understanding of public communications and the variety of theoretical approaches informing the related subject areas.
- Students will have an informed understanding of key debates and issues within these fields.
- Students will develop a practical understanding of how each of the cognate subject areas work and interconnect with each other.

Subject-specific skills and other attributes
- Students will enhance their understanding about modern-day public communications.
- Students will develop confidence in dealing with various aspects of public communications, especially media relations.
- Students will gain insight into the impact of new information technologies on business practices.
- Students will have a developed appreciation of the value of presenting their thoughts and ideas through a variety of media forms.

Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes

Students will gain confidence in dealing with the demands of contemporary public communications in the era of globalisation. This will help enhance their research and information-processing skills, critical and analytical thinking, problem-solving, and developing coherent and persuasive arguments in their oral presentations and written submissions. They will also enhance their communication, negotiating and group-working skills, and their capacity to work to tight deadlines and specific briefs.

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

- Students will be required to attend and participate fully in a structured, progressive series of
lectures, seminars and presentations designed for and tailored to the needs of the course. They will also be required to read and research widely and independently. It is intended that the essays they submit function as formative as well as summative exercises.
- Assessment will include a variety of approaches to ensure that all learning outcomes are encompassed. In addition to extended essays, designed to test theoretical, analytical and vocational skills, and an extended research-based dissertation, assignments will test group-working, problem-solving and oral presentation skills, and will also enable students, in appropriate modules, to relate theory to media practice in an applied manner (e.g. in web-based communication).

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<th>Professional/statutory body accreditation or recognition:</th>
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**Further details:**

Entry requirements: [http://www.external.stir.ac.uk/postgrad/index.php](http://www.external.stir.ac.uk/postgrad/index.php)

Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)

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


Introduction/revision date: