## Programme Specification ARO 034a

### Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Institution</td>
<td></td>
</tr>
<tr>
<td>Programme Name</td>
<td>Strategic Public Relations and Communication Management</td>
</tr>
<tr>
<td>Award e.g. BSc (Hons), MA etc.</td>
<td>MSc</td>
</tr>
<tr>
<td>Faculty</td>
<td>Arts and Humanities</td>
</tr>
<tr>
<td>Division (if applicable)</td>
<td>Communications, Media and Culture</td>
</tr>
<tr>
<td>UCAS Code (UG only)</td>
<td>TXX44-SPR</td>
</tr>
<tr>
<td>Programme Code</td>
<td></td>
</tr>
<tr>
<td>Mode of Study</td>
<td>Full Time ☒ Part Time ☒ (if both please provide two Degree Programme Tables in the Outline Programme Structure)</td>
</tr>
<tr>
<td>Location/Method of Study</td>
<td>On Campus – UK ☒ International ☐ Where: Online ☐ Blended ☒</td>
</tr>
<tr>
<td>Admission Points</td>
<td>September ☒ January ☐ Other October (if more than one entry point please provide a Degree Programme Table for each in the Outline Programme Structure)</td>
</tr>
<tr>
<td>Length of Programme</td>
<td>12 months (FT) 24 month (PT)</td>
</tr>
<tr>
<td>SCQF Level</td>
<td>11</td>
</tr>
<tr>
<td>Total Credit Value</td>
<td>180</td>
</tr>
<tr>
<td>ECTS Credit Value</td>
<td>90</td>
</tr>
<tr>
<td>Relevant QAA Subject Benchmark</td>
<td></td>
</tr>
<tr>
<td>Professional Body Accreditation (all relevant accreditations to be listed)</td>
<td>Name of accrediting body:N/A Required for programme: Yes/No (delete as appropriate) Date of Accreditation: XX / XX / 20XX Date of Renewal: XX / XX / 20XX</td>
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<tr>
<td>Programme Director</td>
<td>Dr William Dinan</td>
</tr>
<tr>
<td>Advisor of Studies</td>
<td>Dr Derek Hodge</td>
</tr>
<tr>
<td>Programme Approved</td>
<td>Unknown</td>
</tr>
<tr>
<td>Last Updated</td>
<td>2015/2016 (credit weightings changed)</td>
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### Section 2 Overview
PROGRAMME SUMMARY

The MSc Strategic Public Relations & Communication Management (SPRCM) comprises a taught programme of six modules followed by a dissertation or equivalent project. The programme aims to help students develop a critical appreciation of the role of public relations in contemporary society and to develop key analytical, management and communication skills. Students learn how to design, implement and evaluate public relations communications campaigns and they develop a critical appreciation of the increasingly complex contemporary communications environment in which public relations professionals operate. The programme blends theory and practice. Students learn about working in conventional and new media contexts and this practical work is informed by an advanced understanding of communication, social and organizational theory. All these elements are necessary to enable students to become effective strategic communicators in an increasingly globalized and mediated world.

The programme is underpinned by scholarship and informed by research on professional practice. The MSc Strategic Public Relations & Communication Management emphasizes the importance of theory and research insights informing the practice of Public Relations. The programme is designed to allow students to apply knowledge and understanding to a variety of contemporary strategic communications challenges.

Key Features of the Programme

The MSc in Strategic Public Relations & Communication Management blends theory and practice.

The programme exposes students to practical strategic communications challenges on fieldtrips and research placements.

The MSc in Strategic Public Relations & Communication Management develops students research and analytical skills using a variety of teaching and assessment methods.

Students get opportunities to apply their understanding of ideas and insights from academic research to strategic communication campaign planning and evaluation.

PROGRAMME AIMS

On successful completion of this programme, you should be able to:

1. develop, execute and evaluate strategic communications campaigns;
2. communicate effectively to a wide range of audiences, using appropriate communications tactics, technologies and terminology;
3. advise on appropriate channels and messaging to meet strategic communications objectives;
4. integrate theory, research findings and awareness of communications technologies into campaign planning;
5. recognize and respond appropriately to the ethical challenges associated with strategic communication and public relations;
6. set objectives and design and implement public relations activities and tactics to meet those objectives;
7. carry out research and evaluation appropriate to public relations and strategic communications activities;

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you should be able to:

Knowledge and Understanding:

1. Demonstrate your understanding of key public relations principles, practices and techniques and their intersection with other management disciplines;
2. Draw upon your knowledge of quantitative and qualitative research paradigms to inform analysis and evaluation of public relations work;
3. Develop an advanced appreciation of the role of public relations in society and how political, economic, social and technological changes shape strategic communications;
4. Demonstrate advanced understanding of the main paradigms in public relations scholarship and their relationships to cognate disciplines;
5. Design inter-cultural communication strategies based on advanced understanding of globalization and mediation;
6. Articulate the importance of ethics in undertaking public relations activities and demonstrate awareness of key professional norms in respect of ethical behavior and conduct.

Intellectual, Practical and Transferable Skills and other graduate attributes:

1. Analyse external and internal organisational environments with a view to identifying the potential role for strategic communication to contribute to organisational goals;
2. Formulate rigorous and rational argument based on sound analysis utilising a variety of sources and empirical data;
3. Develop intellectual independence and self-reflexivity in their own research and in the critical analysis of data and evidence;
4. Apply quantitative and qualitative research skills to public relations planning and evaluation, public opinion measurement and market research purposes;
5. Work independently on a variety of self-directed applied projects;
6. Develop creative solutions to practical communications problems based on their specialist knowledge, theoretical understanding and, in some cases, their own original research;
7. Develop ability to work as part of teams, and to show leadership and responsibility in relation to the organisation and delegation of tasks;
8. Develop sense of professionalism and awareness of ethical dimensions to professional good practice;
9. Express ideas effectively and communicate information appropriately and accurately using a range of media including digital platforms and tools;
10. Source, evaluate, synthesise and analyse information from a variety of sources;
11. Apply skills of critical analysis to real world situations within a defined range of contexts;

Values and Attitudes:

1. Openness – the programme emphasizes and promotes the importance of being open to, and respecting, different perspectives. Students are encouraged to understand and engage with different perspectives through peer interactions with other students on the programme as well as the critical use of stakeholder approaches on various modules. This helps embed an appreciation of different viewpoints and promotes a greater sensitivity to the importance of openness for communications professionals.
2. Excellence – the programme equips students for management and strategic roles by emphasizing the importance of consistently producing work to the very highest standards. Rigour and criticality are key hallmarks of professionalism and excellent communications practice. These traits are routinely incorporated into the criteria used for assessment and feedback across the programme to ensure that students appreciate the importance of excellence for their academic development and professional practice.
3. Ambition – the programme fosters ambition (understood as self and social improvement) and seeks to encourage students to be ambitious, in terms of their own professional and personal development, but also for their organizations and their society.
4. Ethical Behaviour – our approach to promoting the values of openness, excellence and ambition rests on ethical behavior. The professionalization and legitimacy of public relations relies on practitioners having a sound understanding of the ethical dimensions to strategic communications and persuasion. The programme encourages students to continually reflect on the ethical and moral dimensions to communicative activity.
HOW WILL I LEARN?

Appropriate teaching methods and learning strategies have been developed to achieve the learning outcomes of the Strategic Public Relations & Communications Management programme. Taught modules comprise a mixture of lectures, seminars and workshops. These are designed to facilitate comprehension of the foundations of the subject area. In addition, related learning materials are available online, and some modules make use of online discussion forums to improve students’ understanding of each subject area and to develop more general conceptual and personal transferable skills. Learning is also supported by feedback and guidance sessions, where lecturers are available to discuss aspects of the programme, including assessments, on a one-to-one or in small group formats as appropriate. These teaching methods 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 level work.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Assessments vary across the programme and include essays, project work, presentations and reports. Considerable effort has been devoted to ensuring progression through the programme, where assessments in compulsory modules link to each other and offer multiple opportunities for formative and summative feedback. The development of a coherent assessment strategy has been central to the design of the programme. This recognises the range of learning and communication styles and skills learners possess and develop and provides opportunities for learners to engage in a variety of forms of assessment, encouraging a cycle of self-evaluation, self-assessment and self-regulation. Most modules in the programme have more than one summative assessment, and assessments are designed to cumulatively build students engagement with, and achievement of, stated learning outcomes. In the dissertation module where there is only one summative assessment there will be various points to access formative feedback ahead of assessment to ensure student has understood what is required in the assessment and received guidance on their approach to that assignment. The programme makes extensive use of detailed assessment rubrics which seek to clearly explain to students the criteria that will be applied when assessing and grading their work.

Feedback on Assessment

You will receive feedback on coursework within 3 weeks of completion of the assessment. Feedback is usually provided electronically on formal coursework. Feedback and Guidance sessions with teaching staff are available on all modules. These provide regular opportunities to discuss feedback further. More information about feedback on assessment can be found here; http://www.stir.ac.uk/academicpolicy/handbook/assessment/

Assessment Regulations

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the assessment regulations at:
Postgraduate – Taught

WHAT WILL I STUDY?

Outline Programme Structure

The list below shows compulsory and option modules for this programme. Option modules are revised over time and, in some cases, will be dependent upon pre-requisite and/or co-requisites being taken. More information about these requirements can be found in the relevant Module Descriptors. The options available each year can be subject to change due to student demand and availability of teaching staff.

- Where an “Option list” is specified, you have a choice of which module to take at this point in the
degree programme and these choices are listed below

Postgraduate

Full time - Year 1

Total year 1 credit value = 180
Compulsory credits = 120
Option credits = 60

Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Relations and Public Communications Theories</td>
<td>PREPP62</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
</tr>
<tr>
<td>Research for Dissertation/Research Design</td>
<td>PREPP64</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
</tr>
<tr>
<td>Strategic Public Relations Planning</td>
<td>PREPP61</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Dissertation</td>
<td>PREPP10</td>
<td>60</td>
<td>Summer</td>
<td>11</td>
</tr>
</tbody>
</table>

Option Modules – you may choose three of the following modules to take, one in Autumn and two in Spring

<table>
<thead>
<tr>
<th>Module Title</th>
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<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Affairs &amp; Advocacy</td>
<td>PCMPPX2</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
</tr>
<tr>
<td>Media Relations and Production</td>
<td>PREPP63</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
</tr>
<tr>
<td>Public Relations &amp; Digital Media</td>
<td>PREPP67</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Advertising</td>
<td>PCMPPX3</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Advanced Social Media Marketing</td>
<td>CMCPP12</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Strategic Communications Research Placement</td>
<td>PREPP95</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Communication and Democracy</td>
<td>PREPP94</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Tourism &amp; Strategic Public Relations</td>
<td>PREPP70</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
</tr>
</tbody>
</table>

Part-time Year 1

Total year 1 credit value = 80
Compulsory credits = 40
Optional credits = up to 40

Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
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<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>PREPP61</td>
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</tbody>
</table>

Option Modules – you may choose up to two of the following modules to take in Year 1, no more than one option in any semester

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<thead>
<tr>
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<td>Advertising</td>
<td>PCMPPX3</td>
<td>20</td>
<td>Spring</td>
<td>11</td>
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</tbody>
</table>
### Year 2

Total year 2 credit value = 100  
Compulsory credits = 80  
Optional credits = up to 40

<table>
<thead>
<tr>
<th>Compulsory Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Research for Dissertation/Research Design</td>
<td>PREPP64</td>
<td>20</td>
<td>Autumn</td>
<td>11</td>
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<tr>
<td></td>
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<td>PREPP10</td>
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</tbody>
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### READING LIST

Required and Recommended Reading for the Programme


Section 3 Student Support

**SUPPORT FOR STUDENT LEARNING**

**Induction**
Students on this programme are based on campus, and therefore are expected to participate in the various induction events organized by the Division, Faculty and University at the beginning of the Autumn semester of their first year of study.

**Study Skills Support**
Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial if you have been out of education for some time.

**What SLS are able to do:**

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/](http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/)

**STEER**
STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: [https://www.stirlingstudentsunion.com/representation/studentsupport/steer/](https://www.stirlingstudentsunion.com/representation/studentsupport/steer/)

**Stirling Graduate School**
For Research Postgraduate Students the Stirling Graduate School as well as your own faculty will provide support. More information can be found here: [http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/](http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/)

**Academic and Pastoral Support**

**Adviser of Studies:** Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

**Personal Tutor:** The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be your first formal point of contact for general academic guidance and pastoral support. More information can be found here: [http://www.stir.ac.uk/tse/personal-tutor/](http://www.stir.ac.uk/tse/personal-tutor/)
Support and Wellbeing: At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: [http://www.stir.ac.uk/campus-life/support-and-wellbeing/](http://www.stir.ac.uk/campus-life/support-and-wellbeing/)

Student Union: you can also access support through the Students’ Union, more information can be found here: [https://www.stirlingstudentsunion.com/representation/studentsupport/](https://www.stirlingstudentsunion.com/representation/studentsupport/)

Accessibility and Inclusion (A&I)
A&I are committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: [http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/](http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/)

Learning Resources
You can find out more about the resources available to support your learning here: [http://www.stir.ac.uk/campus-life/learning-support/](http://www.stir.ac.uk/campus-life/learning-support/)

Section 4 Programme Evaluation and Enhancement

**METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING**

Module Evaluation
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: [http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/](http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/)

Programme Review
Programmes are reviewed annually and on a 5 yearly cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: [http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/](http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/)

External Examiner(s) *(To be added following Stage 2 approval)*
Name of External Examiner: Professor Oyvind Ihlen
Institution: University of Olso

Section 5 My Future

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

Our alumni are found around the globe in public, private and voluntary sectors. Many graduates work in strategic communications roles for companies and organisations around the world. Many more work in communications consultancies or have started their own businesses. Others stay in academia, going on to gain PhDs and then work as lecturers, teaching and researching in universities.
**Graduate Attributes**

Through studying your degree programme you will become a subject specialist, with in-depth knowledge, understanding and skills associated with their discipline(s). Our ambition is that you will also be confident, aspirational graduates with the right skills and attitudes to **connect; innovate and transform**. On this programme you will have the opportunity to become:

### Connected

- With their discipline(s) knowledge, understanding and skills with a range of complex real world issues
- with contributions from alumni, private, public and third sector to develop their employability skills
- with knowledge, experiences, and people providing different perspectives, to understand different cultures, beliefs and traditions
- and work with one another as an inclusive learning community and with the wider community
- and communicate effectively through digital and other media

### Innovative

- through active and ethical research
- through using the latest global research and new technologies to develop new understandings and creative solutions
- through independent critical and reflective thinking
- through identifying opportunities to improve what they do and taking action

### Transformative

- through their intellectual sporting and cultural passion and excellence
- through sharing new perspectives and broadening horizons
- through being professional, adaptable and resilient and equipped to succeed in the global market place
- through being an active global citizen who is socially, culturally, and environmentally aware.

### WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?

N/A

### WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

An optional placement module is available in the Spring semester. This module has been designed to appeal to those students with an interest in applied communications research. In the module students will gain experience of applying key concepts and theories used in academic literature on strategic communications and public affairs to complex and real organisational and policy environments. It offers students the opportunity to apply research skills to practical strategic communications problems or contemporary public affairs. The content is aimed at providing students with applied research experience where students will undertake, in partnership with a non-academic organisation, a research-led ‘virtual’ or real placement.
WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?

Students of this programme may go on to study for a doctorate in due course.

WHAT OTHER INFORMATION DO I NEED TO KNOW?

N/A

Section 6 Admissions

HOW DO I ENTER THE PROGRAMME?

A minimum of a second class honours degree (2.1 preferred) or equivalent in a relevant subject. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply.

Please note: If you are a student from overseas and applying with a Tier 4 student visa, we unfortunately can’t accept your application for this course – as it falls into the category of being part-time, delivered online or a distance learning course.

If English is not your first language, you must have one of the following qualifications as evidence of your English language skills:

- IELTS: 6.5 with 6.0 minimum in each skill
- Cambridge Certificate of Proficiency in English (CPE): Grade C or above
- Cambridge Certificate of Advanced English (CAE): Grade B or above
- Pearson Test of English (Academic): 60 with 56 in each component
- IBT TOEFL: 90 with no subtest less than 20

More information on our English language requirements