REDEFINE

WITH A MASTERS

MSc STRATEGIC COMMUNICATION AND PUBLIC RELATIONS

Joint Degree with Pompeu Fabra University, Barcelona

REDEFINE AT STIRLING
WHY STUDY AN MSc STRATEGIC COMMUNICATION AND PUBLIC RELATIONS?

MSc Strategic Communication and Public Relations really stands out from other courses in the field. It is delivered jointly with our partner Pompeu Fabra University in Barcelona, Spain.

As such, you won’t just learn about international aspects of communications and study different systems – you will also benefit from living in two different cultures and environments – all essential skills for international public relations practitioners.

Other courses may offer international visits but these do not compare to spending part of your study in another country.

One of the biggest advantages – but also the biggest challenges – of this kind of study is that you will familiarise yourself with two systems very quickly, which will make you a very adaptable and sought after individual in an international environment. This exciting interdisciplinary advanced-level course is taught completely in English and students will obtain a joint MSc degree from both universities.

IS AN MSc STRATEGIC COMMUNICATION AND PUBLIC RELATIONS FOR ME?

A large number of students come from a communication background but we also have students from other disciplines, who are interested in specialising in a public relations or communication aspect of their area of interest so they can upgrade their knowledge.

Others come from practice, particularly those who finished their undergraduate degree, realised they wanted to further their knowledge and returned to study.

Many of our students are citizens of the world, with some kind of international experience, or they wish to become citizens of the world. Most are interested in Spain or the UK and can learn about both in one course.

A recent European Communication Monitor survey among communication professionals in Europe emphasised that one of the key skills they look for in future employees is international experience. This course really gives you a competitive edge.
The course provides an ideal blend of theory and practice, with industry visits and field trips, as well as seminars by visiting guest lecturers.

You will organise different practical-oriented projects – ranging from writing blogs to designing communication strategies and plans, organising press conferences and events – while also working on theoretical assignments. You will be offered the opportunity to attend a two-day Public Affairs seminar series in Brussels, which includes visits to the European Parliament and the European Commission, as well as lectures and seminars with public affairs and public relations practitioners. You will actively participate in this and other opportunities that will help you to start developing your networks, make links and hear first-hand what the practice is like and how to get into it.

Once you complete the course, you won’t go out into the world empty-handed. Graduates put together a portfolio of their practical assignments so they have something to show to future employers. The skills gained are very transferable so, as well as communication posts, graduates also progress to roles as project managers and researchers.

You can find out more about funding opportunities at: stir.ac.uk/scholarships

"The course structure is impeccable and gives the student adequate theoretical knowledge, as well as practical experience. As a specialization course, it not only gives more insight on the field to PR practitioners, but also introduces the concept of Public Relations to beginners, by starting from the basics."

MIA RAGHAVI
MSc Strategic Communication and Public Relations student
The course offers an excellent balance between theory and practice. Students learn how to perform certain tasks in practice as well as learning the theory behind it.

One of the major strengths of the course is the emphasis on employability and encouraging students to develop their own networks by visiting different institutions.

You will benefit from valuable international experience, gained not only by studying International Public Relation and Communication, but actually experiencing them first-hand in different cultures.

The course is taught by a lecturing team with both practical and international experience, and who are all research-active.

You will experience university life in both Stirling and Barcelona – two of the most beautiful campuses in Europe.

FIVE REASONS WHY YOU SHOULD CHOOSE THIS COURSE

1. You will benefit from valuable international experience, gained not only by studying International Public Relation and Communication, but actually experiencing them first-hand in different cultures.

2. The course offers an excellent balance between theory and practice. Students learn how to perform certain tasks in practice as well as learning the theory behind it.

3. You will experience university life in both Stirling and Barcelona – two of the most beautiful campuses in Europe.

4. One of the major strengths of the course is the emphasis on employability and encouraging students to develop their own networks by visiting different institutions.

5. The course is taught by a lecturing team with both practical and international experience, and who are all research-active.
The mode of study is full-time for one year. Students spend the first semester at the University of Stirling and then move to Pompeu Fabra University for the second semester. Students then decide if they would like to have their dissertation supervised by Stirling or Pompeu Fabra.

Modules
Semester 1: is taught in the top-rated division of Communications, Media and Culture at the University of Stirling and comprises modules in Public Relations and Public Communications Theories, Media Relations and Production and Research for Dissertation/Research Design.

Semester 2: is taught at the Faculty of Communication at Pompeu Fabra University, featuring prominently in international rankings, and consists of modules in Strategic Public Relations Planning, Research and Evaluation for Practice, Public Affairs and Advocacy, Public Diplomacy and Strategic Communication and Public Relations and Digital Media.

Dissertation
A project lasting approximately four months, the dissertation is 12,000 words and students choose whether to be supervised in Scotland or Spain.

KEY TEACHING STAFF
The course director is Dr Alenka Jelen-Sanchez, who joined the University of Stirling in September 2013, and who brings international expertise to the course through both study and teaching posts at the University of Ljubljana in her native Slovenia and the University of Central Lancashire in Preston. Her own Master’s degree was a joint degree between the University of Central Lancashire and Hogeschool Utrecht in the Netherlands, so she, herself, boasts firsthand experience of studying in two different countries in one year. As well as impressive academic credentials, including a PhD in the field of Social Sciences-Communication and publications in international academic journals, Dr Jelen-Sanchez also has public relations experience and a background in broadcast journalism.

The course director in Barcelona is Professor Jordi Xifra. His research focuses on public relations history (intellectual history included), philosophy of public relations, and filmic public relations. He is a member of the research group on critical communication and has published more than 15 books on public relations and public affairs in Spain and South America and some chapters in international books. His articles have been accepted for publication in Public Relations Review, Journal of Public Relations Research, and American Behavioral Scientist amongst others. He is a founder and former co-editor of Public Relations Inquiry (Sage).
ENTRY REQUIREMENTS

Normally, a minimum of a second-class honours degree (2.1 preferred) or equivalent in a relevant subject is required.

Tuition Fees and Funding

Details of tuition fees can be found at: stir.ac.uk/1k7

For Scottish students and EU domiciled students, this course is currently approved for PTFL (Postgraduate Tuition Fee Loan) funding. For more information, visit: saas.gov.uk

You can find up-to-date financial information and funding opportunities here: stir.ac.uk/scholarships

LANGUAGE REQUIREMENTS

If English is not your first language, you will need to provide evidence of your proficiency in the English language.

If you do not meet the required score, you may be able to register for one of our pre-sessional English courses.

To register you must hold a conditional offer for your course and have an IELTS score 0.5 or 1.0 below the required standard.

For more information, go to: stir.ac.uk/1ae

CONTACT INFORMATION

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stir.ac.uk/in

Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: marketingtools@stir.ac.uk

This publication can be made available in different formats. Please contact Student Recruitment and Admissions for further information: recruitment@stir.ac.uk

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