This online learning public relations course was specially created to provide access to those whose work or domestic commitments prevent them from studying full-time.

The course has a strong emphasis on the theoretical side so you will gain a solid understanding of the theory behind public relations. And, with a healthy practical element to complement the theory, you will also have plenty of opportunities to put these theories into practice.

Most students on this course come from a communication background or are already working in public relations but we also have students from other backgrounds, who are interested in specialising in a public relations or communication aspect of their area of interest so they can upgrade their knowledge.

FOR FURTHER INFORMATION ON COURSE CONTENT VISIT: stir.ac.uk/1kb
The degree offers the necessary conceptual skills for managerial careers in public relations, organisational communication, corporate communications and communication management and related posts in a variety of sectors.

Graduates of our online public relations course have successfully advanced their careers in the public relations field, working for a wide range of organisations all around the world. Many of our graduates work in public relations consultancy, including some of the big names in the PR world, and some have even gone on to start their own business. Others stay in academia, going on to gain PhDs and then work as lecturers, teaching and researching public relations in universities.

“As somebody whose method of study was through online learning, I did not get the benefit of being on campus over the last three years and availing of the many facilities that Stirling has. However, thanks to the wonders of technology the distance between me and Stirling was rarely felt as I had access to a lot of what I needed through my laptop and tablet. The fact that the University has embraced the power of technology and is offering online courses is fantastic and has given people like myself a chance to avail of the Stirling experience which otherwise would not be possible.”

GERARD MCDERMOTT
2017
Five Reasons
YOU SHOULD CHOOSE THIS COURSE

1. The course's emphasis on how theory can help inform practice is a very useful tool for those seeking to progress their careers and gain management positions with the Public Relations industry.

2. Optional modules allow students to tailor their studies to fit in with their own interests or professional development needs.

3. Online study enables students with work or domestic commitments to study from anywhere in the world.

4. The course at the University of Stirling is one of the longest established public relations Masters courses in Europe.

5. We revise the course regularly to keep up to date with new advances, including the effects of digital media on public relations theory and practice.
The MSc Strategic Public Relations (Online) is normally completed over two years, but is designed to be flexible and suit the commitments of students who may be working in industry.

**MODULES**

The taught elements of the course are delivered in years one and two. There are two compulsory modules in each year, Public Relations Theories, and Strategic Public Relations Planning in year one, and Research for Dissertation and Public Affairs and Advocacy in year two. Students take a single optional module in each year selecting from Public Relations and Digital Media, Health and Science Communication, Communication and Democracy or a research placement (not all modules are offered every year).

**DISSERTATION**

To complete their studies and gain a Master’s qualification students undertake a research project. This project is designed and devised by the student working closely with an academic supervisor. The submission of a 12,000-word dissertation is the culmination of this innovative and flexible programme of study.

**KEY TEACHING STAFF**

Course Director *Dr Alenka Jelen-Sanchez* specialises in communication theory, public affairs, gender and qualitative research methods. She has experience across public relations agency, in-house broadcast and print media.

*Dr Will Dinan* is an expert in lobbying and political communication, and has wide experience working with internationally recognised civil society and public sector organisations.

*Dr Derek Hodge* teaches media relations, digital PR and campaign planning, drawing on his experience from a variety of industry roles.

University courses, services and procedures are continually reviewed, enhanced and revised, and this may result in some changes between the time of publication and the date when the student enters the University. Where any changes will affect an applicant, the University will keep the applicant fully informed.
ENTRY REQUIREMENTS

Normally, a minimum of a second-class honours degree (2.1 preferred) or equivalent in a relevant subject is required. Applicants without these formal qualifications but with significant and relevant work experience are encouraged to apply.

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

LANGUAGE REQUIREMENTS

If English is not your first language, you must provide evidence of your proficiency such as a minimum IELTS score of 6.5 (6.0 in speaking and listening; 6.5 in reading and writing).

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.

TUITION FEES & FUNDING

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

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

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

CONTACT INFORMATION

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stir.ac.uk/1kb

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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