MSc
Strategic Public Relations and Communications Management

Be Stirling
BE THE DIFFERENCE
This Masters degree in public relations at the University of Stirling is one of the longest-established in this area in Europe so our knowledge of the subject is second to none.

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.

Excellent links with industry means we have regular guest speakers, and we also provide the opportunity to conduct real-life client-type work.

As well as equipping students with the necessary practical and analytical skills for a professional career in the PR industry, the course also boasts a strong academic record, with a number of graduates now employed in academic positions.

We have students who come straight from undergraduate study and those who are already employed in the industry and want to brush up on their skills. Both types succeed and do very well once in possession of this Masters qualification.

The course is designed for students from a variety of degree backgrounds and allows them to develop the necessary skills at a postgraduate level which will equip them for management roles in public relations and strategic communications.

Our courses are regularly refreshed to improve their effectiveness and efficiency in meeting both academic and professional requirements.

FOR FURTHER INFORMATION ON COURSE CONTENT VISIT: stir.ac.uk/lky
RESEARCH & EMPLOYMENT OPPORTUNITIES

A large number of our graduates have carved out successful careers in public relations throughout the world. Recent graduates have gone on to work for a variety of high profile organisations, spanning large multinational private companies, government departments and agencies, as well as for non-profit organisations. While many of our graduates work for well known communications consultancies or in-house, others go on to start their own businesses.

Many of the modules are very practical and involve campaign planning and the production of campaign materials, such as press releases, feature articles and blog posts. Some of the practical work is carried out for real clients. This material can then be used to form the basis of a portfolio of work to be shown to potential employers. We have a regular guest speakers who share their strategic communications expertise and insights in seminars and on fieldtrips. Guest speakers are drawn from a variety of sectors and organisations, including industry, trade associations, those running their own consultancies, and those who are involved in national and local government.

YOU CAN FIND OUT MORE ABOUT FUNDING OPPORTUNITIES AT:

stir.ac.uk/scholarships

“The MSc programme at Stirling prepared me for a career in communications in more ways than I ever expected. Not only were the modules academically challenging and interesting, but the practical applications discussed in class and the network I built with my fellow students have benefited me in my career and my personal life.”

ASHTON ROBERTSON
Recent Graduate
The course’s emphasis on how theory can help inform practice is beneficial for those seeking to progress their careers and work in strategic management positions.

We have an alumni network dating back to the 1990s and we are recognised by the Chartered Institute of Public Relations. These provide important networking opportunities and mean a masters from Stirling is widely recognised in the industry.

We keep up-to-date with new advances, including how Public Relations is adapting to digital media.

We have excellent guest speakers, fieldtrips and research placements and we provide students with the opportunity to work for real clients as part of the course.

The course at the University of Stirling is truly global, attracting staff and students from across the world. This setting, and our international curriculum, builds students’ confidence and competence in intercultural communication.
The taught elements of the course are delivered in two semesters, which run from September until December and from January until the end of May. Delivery is via lectures, seminars and workshops. Methods of assessment include exams, essays, case studies, presentations and practical reports.

**SEMESTER 1:** The Autumn semester offers students a grounding in the theory and practice of public relations. Core modules include public relations and public communications theory, and research methods. Option classes available include media relations and public affairs and advocacy.

**SEMESTER 2:** The spring semester allows students to consolidate their understanding of strategic communications theory and practice. As well as taking a core module in strategic public relations planning, there are a variety of applied options modules to choose from, such as: tourism and strategic public relations; digital PR; communication and democracy; advertising; and a strategic communications research placement. All of these modules offer opportunities to develop understanding, apply learning and build a portfolio of skills and transferable knowledge that will enhance your employability.

**DISSERTATION**

Students are expected to spend the summer carrying out a research project, before submitting a 12,000-word dissertation in August.

**KEY TEACHING STAFF**

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

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.

LANGUAGE REQUIREMENTS

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.

If you don’t 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.

View our range of pre-sessional courses:

stir.ac.uk/1ae

TUITION FEES & FUNDING

Details of tuition fees can be found at:

stir.ac.uk/1ky

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/1ky
bit.ly/2G1nwX3

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

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