Course Specification

Course Summary Information		
1	**Course Title**	MA Public Relations
2	**Course Code**	PT1131
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	BCU
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	N/A

6	**Course Description**
	The MA Public Relations course teaches you how to construct effective PR and social media campaigns, combining theory with the practical skills needed to communicate persuasively on behalf of businesses, brands, charities, public bodies and communities. It is about reputation, influence, engagement and content creation. The course brings together theory and practice, combining real intellectual challenge with a sharp focus on real-world events and firmly grounded in extensive industry links. We look at techniques for raising awareness, listening to stakeholders and influencing ethical policies. We explore the ever-changing media landscape while critically examining PR's impact on society. The course is recognised by the leading professional body for PR in the UK, the Chartered Institute of Public Relations. The teaching team works closely with employers from public and private sector organisations, B2B and B2C, lifestyle and health, who support us with visiting speakers, case studies and mentoring, enabling you to engage with emerging PR challenges. On completing this course, you will have the skills and understandings employers require for the role of entry-level account executive.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Masters of Arts Public Relations Master of Arts Public Relations with Professional Placement	*L7*	*180* *240*
7b	**Exit Awards and Credits Awarded**		
	Post Graduate Certificate Post Graduate Diploma	*L7*	*60 credits* *120 credits*

8	Variation from the University Regulations
	Not applicable

9	Delivery Patterns			
Mode(s) of Study		**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full-time		City Centre	12 months	*Insert the course codes for each mode of study in 9a (see example below)*
Full Time with Professional Placement		City Centre	18 months	

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	The aims of this course are to: • To develop critically-aware, ethical graduates who are creative problem solvers in the context of PR and related industries; • To equip students with a wide range of skills and knowledge that facilitate long-term employability, empowering them to adapt to ongoing change in the industry; • To develop research skills, strategic planning, effective communication and the creation of fluent, engaging content; • To develop an understanding of critical issues and debates within the PR industry underpinned by theoretical aspects of the discipline and its role in civic society; • To develop an understanding of, and application of, a range of methodologies to further knowledge and understanding in the field.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Demonstrate a critical understanding of media theory, production and industry perspectives and the relationships between these systems of knowledge
2	Demonstrate knowledge of a range of research approaches – the ability to critically evaluate a wide range of research methodologies and to apply them in a sustained manner to theoretical/production and industry modes of enquiry
3	Critically evaluate work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions
4	Demonstrate knowledge of the public relations within a range of contexts – a critical understanding of cultural, economic, political and regulatory contexts
	Skills and other attributes

6	Technical skills – the ability to apply a range of content production processes, including social media, writing and visual skills
7	The ability to produce work which demonstrates a critical understanding of media forms, structures, and stakeholder expectations
8	Creative and strategic skills needed to plan and implement a PR campaign
9	Demonstrate the ability to work independently and in a self-motivated manner to create a sustained piece of research and or a production/industry artefact
10	

13	**Level Learning Outcomes**
	Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:
1	Engage with public relations practice and develop an awareness of professional conventions and industry contexts in relation to your practice.
2	Develop techniques for strategic planning, effective communication and the creation of engaging content for diverse contexts.
3	Engage with debates in media and public relations scholarship from global and local perspectives.
4	Communicate ideas creatively and effectively to identified audiences.
5	Evaluate your individual performance, learning and public relations skills.
	Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:
6	Engage critically with a range of scholarly research and debates relating to public relations, ethics and civic society.
7	Analyse industry standards in planning and developing solutions to public relations problems.
8	Apply creative and advanced level knowledge and skills within real world contexts to deliver outcomes that meet industry expectations.
9	Situate your public relations practice within scholarly and / or industry contexts.
10	Reflect critically your professional and personal development as a public relations practitioner.

14	**Course Learning, Teaching and Assessment Strategy**
	The majority of modules on this course feature workshop sessions, including lecture elements, group discussion and practical exercises. Several sessions will feature guest speakers and involve working on live briefs and industry visits. Assessment is through coursework, including essays, case studies, reports, proposals and presentations. Students are given formative feedback through tutorials and written feedback on marked work. This includes feed forward to suggest areas for improvement in future submission. Some assessments mirror documentation and artefacts that are standard in professional practice. The final assessment can be either a dissertation or a production project.

15	**Course Requirements**
15a	**Level 7:** ***In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):***

Module Code	Module Name	Credit Value
MED7362	PR Theory and Context	20
ADM7006	Collaborative Practice	20
MED7386	Storytelling Techniques	20
MED7390	Reputation, Influence, and Crisis Management	20
MED7366	Research in Practice	20
MED7391	Strategic Communication: Planning and Delivery	20
MED7382	Major Project	60

15b	Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Include a structure diagram for each mode of study. Level 4 is completed as an example including modules which extend the whole year.

SEMESTER ONE	SEMESTER TWO

Level 7

Core MED7362: PR Theory and Context (20 credits) MED7006: Collaborative Practice (20 credits) MED7386: Storytelling Techniques (20 credits)	Core MED7391: Strategic Communication: Planning and Delivery (20 credits) MED7366: Research in Practice (20 credits) MED7390: Reputation, Influence, and Crisis Management (20 credits)

SEMESTER THREE	

Level 7

Core MED7382 Major Project (60 credits)	
Optional N/A	

16 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

XX% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	146
Directed Learning	1110
Private Study	544
Total Hours	1,800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100
Exam	0
In-Person	0