Course Specification

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

6	**Course Description**
	Public Relations shapes our world. Organisations use PR to get noticed, to change opinions, and pass on vital information that helps us to make decisions about health, education and welfare. PR is a fast-growing discipline, employing 83,000 people in a £13bn industry offering a wide range of job opportunities. Our MA Public Relations course teaches you how to construct an effective PR campaign, combining theory with the practical skills needed to communicate persuasively on behalf of businesses, charities, public bodies, community groups and activists. 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 also 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 who support us with visiting speakers, resources and case studies, enabling you to engage with real-life PR campaigns.

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

8	**Derogation 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	1 Year	PT1131
Full Time with Professional Placement	City Centre (and placement provider)		

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/.

11	**Course Learning Outcomes**
Knowledge and Understanding	
1	A critical understanding of media theory, production and industrial perspectives and the relationships between these systems of knowledge
2	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 industrial modes of enquiry
3	Knowledge of media industries within international contexts – a critical understanding of the cultural, economic, political and regulatory contexts across a range of transnational media case-studies
4	The ability to critically evaluate your own production and industry skills and practices against wider transdisciplinary debates within the field
Cognitive and Intellectual Skills	
5	Independent Learning – the ability to research and apply a wide range of concepts relevant to media conventions
6	Analytical skills – the ability to critically evaluate a range of media methodologies in order to apply them to theoretical, production and industry case-studies
7	Critical reflection – the ability to evaluate your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions
8	Research skills – the ability to originate research questions and new fields of critical enquiry by drawing on a wide range of existing sources, and conceptual frameworks
Practical and Professional Skills	
9	Technical skills – the ability to apply a range of audio visual production processes to wider debates within the media field
10	A critical understanding of professional context – the ability to apply Master's level debates to a real world working environment
11	Creative skills – develop as a critical maker, creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies
12	The ability to produce work which demonstrates a critical understanding of media forms, structures, audiences in their international contexts
Key Transferable Skills	
13	The ability to work in an independent and creative manner across a variety of research and collaborative settings
14	The capacity to deliver research led reports of a specified length, format, brief and deadline, which use appropriate referencing sources as part of their presentation
15	The ability to work independently and in a self-motivated manner to create a sustained piece of research and or a production/industry artefact
16	The ability to combine, synthesise and critically comment upon a range of ideas and express them in both written and creative works

12a	**Level 7:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):

Module Code	Module Name	Credit Value
MED7362	PR Theory and Context	20
MED7363	Communication Planning and Action	20
MED7366	Research in Practice	20
ADM7000	Major Project (Dissertation)	60
ADM7001	Work Placement	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MED7334	Narrative: From Media to Interactive Media	20
MED7325	Social Media as Culture and Practice	20
MED7339	Live Events and Festival Management	20
MED7353	Film Festivals, Marketing and PR	20
MED7326	Strategic Communication for Social Change	20

Level 6:

In order to qualify for the award of MA Public Relations with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:

Module Code	Module Name	Credit Value
PLA6003	Professional Placement	60

12b 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.

Year 1

SEMESTER 1	SEMESTER 2	MA STAGE
Subject Module 1 **(20 credits)** **PR Theory and Context**	**Subject Module 2** **(20 credits)** **Communication Planning and Action**	
Option Module 2 **(20 credits)** **Social Media as Culture and Practice** **(any Business School option, or shared option)**	**Option Module 2** **(20 credits)** **Strategic Communication for Social Change** **or** **Media, Law and Regulation** **(or shared option)**	**Major Project** **Project/Dissertation** **(60 credits)**
Skill Module 1 **(20 Credits)** **Research in Practice** **(20 Credits)**		
Skill Module 2 **(20 Credits)** **Work Placement**		

Year 2

SEMESTER 1	SEMESTER 2
Professional Placement **(60 credits)**	

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13 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

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	186
Directed Learning	1254
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	97%
Exam	0
In-Person	3%