Programme Specification for Postgraduate Programme Leading to:
MA Media and Public Relations

Applicable for all postgraduate students starting on or after 1st September 2019

Version No.	Date	Notes – QA USE ONLY	QA
1	*July 2019*	*New Programme Specification created for 2019/20*	*SB/RJC*

Postgraduate Taught Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college/department/division	College of Business, Arts and Social Sciences/Department of Arts and Humanities/ Division of Performance and Production.
4. Contributing college/department/division/associated institution	None
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	MA Media and Public Relations FHEQ Level 7
7. Programme title	MA Media and Public Relations
8. Programme type (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	Full-time 12 months, part-time 24 months.
10. Maximum period of registration for each mode of study	F/T Normal plus two years P/T Normal plus two years
11. Variation(s) to September start	N/A
12. Modes of study	Full and Part-time
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	PG Certificate Media and Public Relations FHEQ Level 7 PG Diploma Media and Public Relations FHEQ Level 7
15. UCAS Code	N/A
16. JACS Code	P210 (50%) and P300 (50%)
17. Route Code	P210PMDPUBLC
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	QAA UK Quality Code for Higher Education which includes the English Framework for Higher Education Qualifications within Part A on Setting and Maintaining Academic Standards. Most Recent QAA Subject Benchmark Statement Brunel 2030 Brunel Placement Learning Policy, as published under the 'Placements' section of the 'Managing Higher Education Provision with Others' page.
19. Admission Requirements	Details of entry requirements are provided on the University's and College website. Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on	N/A

placements)	
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	http://www.brunel.ac.uk/courses/postgraduate/media-and-public-relations-ma

23. EDUCATIONAL AIMS OF THE PROGRAMME

To provide students with an advanced understanding of the functioning of public relations in the media;

To provide students with an advanced knowledge of the history of the role of public relations in the media;

To provide students with an advanced knowledge of the relevant theories which explain and analyse the significance of public relations in modern societies;

To provide students with an advanced knowledge of the relationship between public relations practices and the promotional cultures of media organisations, including aspects of marketing;

To provide students with the knowledge and skills necessary to undertake advanced scholarly research in the field of media and public relations;

To enable students to reflect critically on public relations practices within media organisations and to adopt a reflexive stance towards their own PR practice.

To enable students to develop the knowledge and skills necessary to conduct and advance their careers in media PR in an ethical manner.

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

FHEQ Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Masters Award Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
5						
5	K	Students will be able to demonstrate an advanced knowledge of the function of public relations in the media;				FM5601 FM5607 FM5600 FM5604/5
5	K	Students will be able to demonstrate an understanding of the history of public relations in the media and advanced knowledge of the theories, concepts and debates that inform this field of inquiry;				FM5601 FM5607 FM5600 FM5604/5
5	K	Students will be able to demonstrate advanced knowledge of theoretical and research skills appropriate to M level	X			FM5604/5

		dissertation work;				
5	C	Students will be able to demonstrate an ability to reflect critically on public relations practices in media including their own practices;				FM5601 FM5607 FM5600 FM5604/5
5	S	Students will be able to demonstrate the development of written and spoken communication to an advanced level.				FM5601 FM5607 FM5600 FM5604/5

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

Learning strategies will involve a combination of methods to enable student to meet the learning outcomes of each module and the programme. All students will attend lectures, screenings, seminars, workshops, visits, and will attend guest lectures by industry specialists. Students will deliver presentations to staff and industry contacts; will be involved in planning PR events; will be involved in group work and in peer assessments; will write press releases and feature articles, will plan PR campaigns; will use on-line resources such as blogs and social media.

Self-study: This is crucial to the discipline of Screen Media studies at all levels, but increasingly so at PG level. The balance between class contact time and self-study is crucial in the development of students as intellectually confident and self-reflexive thinkers capable of meeting the demanding learning outcomes of the programme. Critical thinking requires intellectual confidence and independence. A high proportion of the students' time will therefore be taken with preparations for their lectures, seminars and workshops, on their own or in groups independently of the tutor.

Personal learning: the interaction between students and tutors on an individual, one-to-one basis is crucial in meeting the learning outcomes and each module is designed with a block of individual tutorial time. Personal tutorials also structure the research programme for the dissertation under the supervision of a supervisor who will be allocated on the basis of the alignment of their research expertise with the students' interests.

Virtual Learning Environments: all of the MA Media and Public Relations modules will be live on the University's VLE and module leaders and seminar tutors are encouraged to use this tool as extensively and creatively as possible. Staff development workshops are available to enable tutors to develop these skills, and use of the VLE is demonstrated to students during the Induction week. Peer-learning using the online tools and forum in Blackboard will also be encouraged.

Specialist practical sessions: e.g. by the Subject Librarian in the Research and Study Methods module to enable students to use the library resources effectively and efficiently. There will also be a session introducing the students to archival research using the University's special collections.

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

There is a diverse range of assessments on this programme which are appropriate to the combined theoretical and practical approach and which enable students to meet the learning outcomes of each module and across the programme and to demonstrate knowledge, understanding and cognitive skills and other attributes.

A variety of assessment methods will be used which are appropriate to the learning outcomes of each module and will include: essays, practical portfolios, oral and visual presentations, press releases, reports, events planning, critical analyses, use of on-line resources.

25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;

- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;

- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

  Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.
  e.g. AB5500 Project (40)
  Core: Block

  Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core
  e.g. ABXXX1 Title (XX credits)
  Core: 1 & 4

  Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:
  e.g. ABXXXX Title (XX credits)
  Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better, but must D- or better in order to be eligible for the final award.

FHEQ Level 5	
Compulsory assessment block codes, titles and credit	**Optional assessment block codes, titles and credits**
Compulsory study block codes, titles and credit volume	**Optional Study block codes, titles and credit volume**
Compulsory modular block codes, titles and credits Modular blocks are 30 credits unless otherwise stated FM5600 Public Relations Propaganda and Spin [1] FM5601 Key Issues in Media and Public Relations [1] FM5602 Building a PR Campaign [2] FM5607 Promotional Cultures in Film and Television [2]	**Optional modular block codes, titles and credits** Modular blocks are 30 credits unless otherwise stated Select 60 credits from: FM5604 Media and Public Relations Major Project 1 [2] Core: Block (60 credits) or FM5605 Media and Public Relations Major Project 2 [2] Core: Block (60 credits)

FHEQ Level 5 Progression and Award Requirements

As per Senate Regulation 3

PGDip may not be awarded by substitution of the dissertation FM5604/FM5605 for modular blocks in the taught part of the programme.