

Master of Arts (MA) in Strategic Communication & Public Relations

| Learning Outcomes: Knowledge and Understanding, Cognitive Skills, Practical Skills, Transferable Skills | |
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| 1. Knowledge and Understanding | |
| Outcomes | <p>Upon completion of this program students should be able to demonstrate:</p> <ol style="list-style-type: none"> 1. Acquisition of generic and specialist knowledge of theories, concepts and literature, together with empirical and case study material on media and communication practices. 2. Comprehensive understanding of strategic solutions to public relations issues and communication problems. 3. Awareness of the plurality of methods used in communication and cultural and media research. 4. Application of core and special area knowledge to a range of communication contexts and settings such as corporate affairs, the nonprofit sector, political communication, tourism and entertainment , in both local and global contexts. 5. A theoretically informed understanding of communication strategies and techniques used by a range of organizations to further their goals and objectives. 6. Appreciation of the diverse interdisciplinary nature of the practice of public relations. |
| 2. Cognitive Skills | |
| Outcomes | <p>Upon completion of this program students should be able to:</p> <ol style="list-style-type: none"> 1. Utilize and reflect critically upon particular theoretical and methodological approaches to the interpretation and analysis of specific topics and communication issues. 2. Provide realistic strategic solutions to public relations issues and communication problems in a variety of settings. 3. Formulate and justify a research design for the investigation of a specific area of inquiry. 4. Identify and critically assess the communication strategies and techniques utilized in the context of campaign planning. 5. Identify and select relevant sources of information. 6. Integrate and critically evaluate information and data from a variety of sources to assess the communication requirements of a specific organization. 7. Identify and analyze issues in the social, cultural and organizational use of new media. |
| 3. Practical Skills | |
| Outcomes | <p>Upon completion of this program students should be able to:</p> <ol style="list-style-type: none"> 1. Produce written pieces of work for a wide range of communication objectives. 2. Search for and retrieve data from data bases, published and electronic sources. 3. Produce communication artifacts appropriate to the professional contexts of the communications and public relations industries. 4. Produce a written research project and/or a communication plan on a topic within the fields of Communication and Public Relations. 5. Design and implement communication campaigns, multimedia and problem-solving techniques in a wide range of communications and organization contexts. |

4. Transferable Skills

Outcomes

Upon completion of this program students should be able to:

1. Communicate effectively, in written, oral, visual and combined formats.
2. Devise, manage and complete a professional public relations program.
3. Generate professional presentations using MS PowerPoint that include on-screen animations, graphs, tables and other graphical elements
4. Work effectively within a group.
5. Manage time and work to deadlines efficiently.
6. Practice independent work across a range of communication topics and issues.
7. Effectively use social media and digital technologies in professional projects.
8. Evaluate and reflect towards the career of communication specialist through continued work experiences and real-world problem solving.