

Template C4



Programme Specification

Title of Course: *MA Public Relations and Corporate Communications*

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Date last revised	23/01/2024
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Version number	6
Faculty	Faculty of Business and Social Sciences
School	Kingston Business School
Department	Department of Management
Delivery Institution	Kingston University

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s): <i>Up to 10 pathways</i>	MA Public Relations and Corporate Communications
Intermediate Awards(s) and Title(s): <i>There are 4 Intermediate awards for each pathway</i>	Postgraduate Diploma in Public Relations and Corporate Communications Postgraduate Certificate in Public Relations and Corporate Communications Postgraduate Certificate in Communication Studies
Course Code <i>For each pathway and mode of delivery</i>	PFPRC1PRC01
UCAS code <i>For each pathway</i>	

RQF Level for the Final Award:	Masters
Awarding Institution:	Kingston University
Teaching Institution:	Kingston University
Location:	Kingston Business School, Faculty of Business and Social Sciences, Kingston Hill
Language of Delivery:	English
Modes of Delivery:	Full-time
Available as:	
Minimum period of registration:	Full-time - 1
Maximum period of registration:	Full-time - 3
Entry Requirements:	<p>The minimum entry qualification for the MA Public Relations and Corporate Communications is a Bachelor's degree in any discipline at 2:2 honours degree level, or equivalent.</p> <p>Holders of overseas degree qualifications are subject to the University's normal entry procedures with regard to the assessment of the equivalence of overseas qualifications. Typically a Grade Point Average in excess of 3 might be appropriate, subject to the standing of the awarding institution.</p> <p>Candidates with non-standard qualifications will be considered. Evidence of satisfactory knowledge of the foundation subjects through the possession of an appropriate qualification, training, or work experience will be required.</p> <p>International students whose first language is not English shall normally be required to demonstrate</p>

	<p>evidence of satisfactory competence by holding one of the following recognised qualifications:</p> <ul style="list-style-type: none"> • Either: British Council International English Language Testing Service (IELTS) test with an overall score of 6.5 and no individual element lower than 6.0. (Those students with IELTS of less than 6.5 or equivalent may be considered if they agree to attend a pre-sessional English Language Course run by Kingston University) • Test of English as a Foreign Language (TOEFL Test) with a minimum score of 600 with a written English test score of 6 • Computer-based TOEFL test with a minimum score of 250 • Internet based TOEFL test with a minimum score of 90.
Programme Accredited by:	Chartered Institute of Public Relations AACSB
QAA Subject Benchmark Statements:	Masters Awards in Business and Management
Approved Variants:	This programme is approved to use 15-credit modules.
Is this Higher or Degree Apprenticeship course?	

For Higher or Degree Apprenticeship proposals only

Higher or Degree Apprenticeship standard:	n/a
Recruitment, Selection and Admission process:	n/a
End Point Assessment Organisation(s):	n/a

SECTION 2: THE COURSE

A. Aims of the Course

The aims of the programme are:

- To provide an in-depth understanding of the concepts of public relations and corporate communications within the overall context of business and marketing.
- To develop subject related practical skills.
- To enable students to research specific areas of public relations and corporate communications in depth, via modules and, more specifically, the dissertation.
- To equip students with the necessary skills to make an immediate effective contribution upon their employment in public relations and corporate communications.
- Give students a head start on the employment ladder, preparing them for employment, further study and lifelong learning

B. Intended Learning Outcomes

The programme outcomes are referenced to the QAA subject benchmarks for Masters Awards in Business and Management and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas:

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the [‘Sector Recognised Standards in England’](#) (OFS 2022).

Programme Learning Outcomes					
	Knowledge and Understanding		Intellectual Skills		Subject Practical Skills
	On completion of the course students will be able to:		On completion of the course students will be able to		On completion of the course students will be able to
A5	Demonstrate an awareness and understanding of current issues of global concern such as sustainability, ethics and social responsibility and how these relate to contemporary practice across the broader domains of public relations and corporate communications	B5	Critically evaluate public relations and corporate communications problems and issues in order to produce recommendations for decision and subsequent action	C5	Communicate the results of independent research.
A4	Identify, source, critically appraise and apply the latest research approaches and literature in the subject area	B4	Plan, conduct and report on an individual research project on a topic related to the broad fields of corporate communications and public relations.	C4	Apply appropriate ICT software in the analysis and reporting of both quantitative and qualitative data.
A3	Demonstrate a critical understanding of methodological issues and the ability to apply this knowledge to the analysis and evaluation of public relations and corporate communications problems	B1	Think in a critically reflective and creative manner.	C3	Assemble and analyse qualitative and quantitative data (as appropriate) from a wide variety of sources.
A1	Demonstrate an understanding of the role of public relations and corporate communications, and appraise these roles in the organisational environment and within the overall context of business and marketing	B2	Critically appraise relevant knowledge in the field of corporate communications and apply it to the solution of complex corporate communications problems.	C2	Plan and conduct independent research.
A2	Critically reflect upon and demonstrate an advanced level of understanding of the theoretical	B3	Organise and synthesise complex information from a variety of data sources.	C1	Operate as flexible and skilled business professionals.

	frameworks relevant to public relations corporate communications decisions				
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In addition to the programme learning outcomes, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

C. Outline Programme Structure

The programme consists of six modules, three at 30 credit points, two at 15 credit points, along with a 60 credit dissertation. A student must complete 180 credits for a Masters degree. All students will be provided with the University regulations. Full details of each module is provided in the module descriptors and student module handbooks.

Due to the nature of the degree, which provides students with a range of opportunities and the business experience within a two-year period, the course is intensive and requires hard work and dedication.

Students on the 2 year placement version of the programme should complete all of their taught modules and their project or dissertation by the end of September, and work in their placement area for a maximum of 12 months, starting in October. The student should confirm that their placement opportunity is available by the end of July and the course team will confirm whether this is acceptable within two weeks. Students on placement must complete a portfolio assessment which includes a reflection on how the theories they have learnt during their teaching year has helped them in their placement and demonstrate ability to apply their teaching in a real business situation.

MA Public Relations and Corporate Communications

Level 7							
MA Public Relations and Corporate Communications							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Managing Corporate Social Responsibility and Sustainable Development	BS7302	15	7	1		1	
MANAGING CROSS CULTURAL AND INTERNAL COMMUNICATIONS	BS7323	30	7	2		1	

MARKET RESEARCH AND DATA ANALYSIS	BM7024	30	7	2		1	
MARKETING COMMUNICATIONS	BM7019	15	7	1			
PUBLIC RELATIONS STRATEGY	BM7020	30	7	1		1	
Research Proposal and Dissertation	BM7026	60	7	3		1	
Optional Modules							
Professional Placement	BA7777	120	7	TB3- TB1 – TB2			

Level 7 information

- Students exiting the programme with 60 credits are eligible for the award of PgCert. Both the 30 credit Managing Cross-Cultural & Internal Communications module and the 30 credit Public Relations Strategy module must be passed to be eligible for the award of PgCert in Public Relations and Corporate Communications. If only one of these is passed students will be eligible for the award of PgCert in Communications Studies.
- Students exiting the programme with 120 credits are eligible for the award of PgDip in Public Relations and Corporate Communications, of which 60 credits must be constituted by the Public Relations Strategy and the Managing Cross-Cultural & Internal Communications modules, otherwise students will be eligible for the award of PgDip in Communications Studies.

D. Principles of Teaching, Learning and Assessment

The teaching and learning philosophy of the programme is to engage students actively and to enable students to demonstrate their ability to study independently and work in groups on Masters level tasks.

The range of teaching strategies will include lectures, workshops, seminars, presentations, action learning sets, and individual personal supervision.

The assessment arrangements for this programme are based on an appropriate mix of assessment approaches. The rationale for formal examinations is to assess economically and effectively individually acquired knowledge in a time-constrained environment. The rationale for time-limited and continuous assessment is to additionally support a student-centred learning approach, in which the student's ability to write (in such formats as essays, reports, industry briefing papers and reflective statements) and to offer evidence of in-depth research and analysis, will be assessed.

Assessment is planned to reflect the aims and to achieve the learning outcomes of the programme. It is designed to monitor student performance regularly in the context of specific requirements of individual subjects, the personal and group management skills required in business, the theoretical background and applied skills necessary for effective use of business tools and ultimately the knowledge and skills essential to meet the overall requirements of a Masters degree.

E. Support for Students and their Learning

Students are supported by:

- Module leader for each module
- A personal tutor to advise on academic and non-academic issues.
- An academic supervisor for the Dissertation
- A Course Director to help students understand the programme structure
- Technical support to advise students on IT and the use of software
- A designated programme administrator
- An induction programme at the beginning of the programme
- Staff Student Consultative Committee
- BLASC (Business and Law Academic Skills Centre)
- Canvas – a versatile on-line interactive learning environment
- Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
- Disabled student support
- The Students' Union
- Careers and Employability Service
- The Careers and Employability Service team provides valuable guidance in supporting students with their placements, whether work, research, entrepreneurial or study abroad
- Placement Tutor will visit during the placement and meet with the student and work place supervisor

F. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Boards of study with student representation
- Annual review and development
- Periodic review undertaken at the subject level
- Student evaluation
- Moderation policies

G. Employability and work-based learning

The nature of the programme, involving seminars, industry guest speaker sessions, workshops and project work, creates a culture of career awareness. Employability education is embedded throughout the programme in the form of activities such as career awareness raising, industry guest speakers, and the development of personal skills. In addition, three modules (Public Relations Strategy, Market Research & Data Analysis and Research Proposal & Dissertation) have been chosen to act as 'hosts' for dedicated employability tasks which are assessed summatively. The tasks will cover career planning, industry/job research, psychometric testing, CV and cover letter writing, workshops on conducting effective interviews, and writing a management report/briefing based on their dissertation, for use with prospective employers. Students are encouraged to build a career portfolio during the programme and are supported by the Employability Subject coordinator, the Course Team as well as by the University's centralised Careers & Employability Service. Industry links are provided via guest speakers and alumni.

Graduates will be equipped to build their careers in the public relations and corporate communications function within organisations or in specialist agencies/consultancies, and graduate employment destinations are expected to consist of multi-nationals throughout the world.

Developing employable graduates is at the heart of this programme. The integrated work placement programme is designed to provide our students with the best opportunities for obtaining employment at the end of their degree, providing skills and experience that employers are looking for in their work force. These are supported by the services of the Careers and Employability Service team providing drop-in and scheduled events to support students in the preparation of CVs, applications and preparation for interviews and assessment centres.

Work-based learning, including sandwich courses and higher or degree apprenticeships

Work placement is an integral part of the 2 year degree and students will receive support by the award winning Careers and Employability Service team.

While it is the responsibility of individual students to secure such placements, the Careers and Employability Service support offers each student support at all stages of the application process, including writing CVs, completing application forms, participating in mock interviews, assessment centre activities and psychometric tests. The process of applying for a placement gives students the opportunity to experience a real-life, competitive job application process.

The business experience period enables students to apply their learning in the real-world work environment, to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice. Students will be assessed during and at the end of this period, normally through a portfolio. This will be marked as pass/fail.

Students who undertake work-based placements often benefit greatly from the experience, gaining real experience and work achievements to record on their CV, and also greater maturity and motivation.

H. Other sources of information that you may wish to consult

The Business and Management QAA Benchmark statement:

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16

All students will be provided with the University regulations and specific additions that are sometimes required for accreditation by outside bodies (e.g. professional or statutory bodies that confer professional accreditation).

Details about the programme will also be provided in the course handbook, and full details of each module will be provided in module handbooks.

I. Development of Course Learning Outcomes in Modules

This table maps where course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 7						
		BA7777	BM7026	BS7302	BM7020	BM7019	BM7024	BS7323
Knowledge & Understanding	A5							
	A4		S		S	S	S	
	A3		S		S	S	S	S
	A1		S		S	S		S
	A2		S		S		S	S
Intellectual Skills	B5		S		S			S
	B4		S					
	B1		S		S	S	S	S
	B2		S		S			S
	B3		S		S	S	S	S
Practical Skills	C5		S			S		
	C4		S		S		S	S
	C3				S		S	S
	C2		S			S	S	
	C1					S	S	

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.