

Programme record information

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| Name and level of final award | <ul style="list-style-type: none"> • Master of Arts - Public Relations • Master of Science - Public Relations <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible.</p> |
| Name and level of intermediate awards | <ul style="list-style-type: none"> • Postgraduate Diploma (Pg Dip) - Public Relations • Postgraduate Certificate (Pg Cert) - Public Relations |
| Awarding body/institution | University of Westminster |
| Teaching institution | University of Westminster |
| Status of awarding body/institution | Recognised Body |
| Location of delivery | Primary: Harrow Secondary/Tertiary Locations: Cavendish |
| Language of delivery and assessment | English |
| QAA subject benchmarking group(s) | N/A |
| Professional statutory or regulatory body | <p>MA Public Relations is recognised by the Chartered Institute of Public Relations (CIPR). The MSc Public Relations award is currently pending recognition from the CIPR.</p> <p>The course also benefits from the University Partner Membership of the PRCA.</p> |
| Westminster course title, mode of attendance and standard length | <ul style="list-style-type: none"> • MA Public Relations FT, Full-time, September start - 1 year standard length • MSc Public Relations FT, Full-time, September start - 1 year standard length • MA Public Relations PT, Part-time day, September start - 2 years standard length • MSc Public Relations PT, Part-time day, September start - 2 years standard length |
| Valid for cohorts | From 2025/6 |

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here:

<https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>

Aims of the course

All Pathways

To equip students with the skills and knowledge to pursue a career in the field of Public Relations.

The MA/MSc in Public Relations is particularly relevant for those wishing to enter - or further - a career in public relations, or for those working in roles where communication issues play an important part.

It is designed to help broaden, enhance and update practical skills, while engaging in serious study of the context, issues and theory behind public relations. It is also designed to create better strategic managers - those who can seize opportunities presented by rapid changes in communication rather than simply following in their slipstream.

At Westminster, our aim is to provide students with an academically challenging postgraduate education as well as relevant professional skills in the field of public relations. Students are encouraged to adopt a self-critical approach to their performance as a basis for lifelong learning and to enhance personal and professional skills.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Knowledge and understanding

By the end of the course students should have a thorough knowledge of the public relations industry and the key theories and concepts underpinning its practice.

Professional skills

The course is designed to ensure that students develop to the maximum possible extent the skills which they take with them into professional life. In the case of public relations we are aware that the range of skills is exceptionally diverse and that students on the course hope to develop careers in a variety of specialisms in many different countries. As an individual the nature of work undertaken may change dramatically with changes in job roles. We are acutely aware that we are preparing students for careers in a rapidly changing industry; we want our students to be able to take advantage of change, and not to be at its mercy!

Key transferable skills

Some of the most important skills developed on the course are transferable and are not developed in a prescriptive way. The course will, for example, develop your skills as an independent researcher. We also encourage you to think creatively, to display initiative and to develop original ideas in a self-confident but at the same time reflective way. We emphasise written and oral communication skills. Some modules place particular stress on developing oral presentation techniques. Others involve teamwork, another important element in media and communications industries.

What will you be expected to achieve?

Course Learning Outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement, and the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Upon successful completion of the programme, students will have acquired the requisite knowledge and understanding to:

- 001 Apply a systematic understanding of public relations and crisis communication strategies, considering cultural differences and global perspectives in diverse media environments. (KU GA)
- 002 Strategically design and deploy content across multiple platforms, tailoring messaging to different audiences, media formats, and cultural contexts, with an emphasis on creative engagement. (KU GA PPP KTS)
- 003 Evaluate and apply emerging trends, technologies, and digital innovations in public relations, corporate communication, and reputation management across local and global markets. (KU GA KTS)
- 004 Assess and interpret qualitative and quantitative data to inform strategic decision-making, audience insights, and communication planning in various public relations contexts. (KU GA PPP KTS)
- 005 Apply an advanced awareness of ethical and professional codes and values whilst advocating responsible and transparent communication strategies within the PR industry. (GA PPP KTS)
- 006 Select and apply appropriate methods to design and conduct independent research in the area of public relations, demonstrating an ability to evaluate and justify methodological choices. (KU GA PPP KTS)
- 007 Apply advanced presentation, writing, and pitching skills to communicate with targeted audiences, clients, and stakeholders, ensuring persuasive and impactful messaging. (GA PPP KTS)
- 008 Demonstrate advanced interpersonal and leadership skills by working collaboratively to plan and execute complex communication projects, encouraging innovative problem-solving and creative approaches. (GA PPP KTS)

Additionally, the students of the MA pathway will be able to:

- 009 Critically evaluate a brand's communication strategy on its target market with a focus on creativity in branding and storytelling. (KU GA PPP KTS)
- 010 Develop and present a strategic brand communication plan, supported by rigorous analysis, creative insights, and industry best practices. (KU GA PPP KTS)

Additionally, the students of the MSc pathway will be able to:

- 011 Critically analyse the ways that research methods have been conceptualised and used by academic researchers engaged in digital research. (KU GA PPP)
- 012 Critically evaluate the design of a pilot research project based on digital data. (KU GA PPP KTS)

How will you learn?

Learning methods

Students will learn through a mixture of practice-based exercises, participation in group work, debates and class discussions. Wherever possible live client briefs will be used to simulate the professional work environment.

Teaching methods

Teaching and learning on the course is designed to be appropriate to the needs of each module. In general the more 'theory' based elements of the course tend to use lectures and class-based group work whereas the practice sessions use a workshop and presentation style of delivery.

Assessment methods

There are no formal examinations on this course. Instead students are continuously assessed by a variety of methods including

essays, seminar papers, presentations, group work, creative portfolios and participation in class debate and exercises. The main types of assessment are reports, essays, presentations and creative portfolios. All require a high level of written and spoken English. In particular it is important that students feel confident of their ability to present creative ideas or arguments in front of an audience of their peers.

| Graduate Attribute | Evident in Learning Outcomes |
|--|--|
| Critical and creative thinker | 001, 003, 004, 005, 006, 008, 009, 010, 011, 012 |
| Literate and effective communicator | 002, 003, 006, 007, 008, 009, 010, 011, 012 |
| Entrepreneurial | 003, 008, 010 |
| Global in outlook and engaged in communities | 001, 002, 003, 004 |
| Socially, environmentally, and ethically aware | 005, 009, 010 |

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules. Course structures can be subject to change each academic year following feedback from a variety of sources.

All Pathways

Level 7

Full-time students will complete the course in one year, part-time students in two years. Over this period (one year for fulltime students or two years for part-time students), students will take the equivalent of six taught modules worth 20 credits each plus complete a dissertation or project – worth 60 credits - on a subject chosen by you and agreed with your supervisor.

The taught element of the programme runs over two semesters. Semester 1 runs from mid-September to late December, and Semester 2 runs from mid-January to April. Postgraduate students also have scheduled contact during Semester 3, in the summer period.

Students take six taught modules: four compulsory 'core' modules, one compulsory 'pathway core'; and one module chosen from a range of options which will be taught in semester two.

In addition, students must choose ONE of the following final project modules:

7PURL008W Public Relations Dissertation

7PURL011W Final Professional Public Relations Project

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---|--------|-----------|------|
| 7PURL003W | Corporate Reputation and Crisis Communication | Core | 20 | 10 |
| 7PURL005W | Creative Campaign Development | Core | 20 | 10 |
| 7PURL011W | Final Professional Public Relations Project | Core | 60 | 30 |
| 7PURL007W | Media, Content and Engagement | Core | 20 | 10 |
| 7PURL008W | Public Relations Dissertation | Core | 60 | 30 |
| 7PURL009W | Public Relations in a Global Society | Core | 20 | 10 |

MA

Level 7

The Elective listed below is from the Westminster School of Media and Communications.

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|-------------------------------|---------|-----------|------|
| 7PURL001W | Creative Brand Communications | Pathway | 20 | 10 |

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|-----------|--|----------|----|----|
| | | Core | | |
| 7PURL010W | Advertising Planning: Audience and Insight | Option | 20 | 10 |
| 7BUIS031W | Artificial Intelligence and Society | Option | 20 | 10 |
| 7PURL004W | Fashion and Luxury Communications | Option | 20 | 10 |
| 7PURL002W | Influencers: Persuasion and Propaganda | Option | 20 | 10 |
| 7INME008W | Podcast Production | Option | 20 | 10 |
| | | Elective | 20 | 10 |

MSc

Level 7

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------------|-----------|------|
| 7BDIN009W | Data and Digital Research Methods | Pathway Core | 20 | 10 |
| 7PURL010W | Advertising Planning: Audience and Insight | Option | 20 | 10 |
| 7BUIS031W | Artificial Intelligence and Society | Option | 20 | 10 |
| 7PURL004W | Fashion and Luxury Communications | Option | 20 | 10 |
| 7PURL002W | Influencers: Persuasion and Propaganda | Option | 20 | 10 |
| 7INME008W | Podcast Production | Option | 20 | 10 |

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

MA Public Relations is recognised by the Chartered Institute of Public Relations (CIPR). The MSc Public Relations award is currently pending recognition from the CIPR.

The course also benefits from the University Partner Membership of the PRCA.

Course management

The MA/MSc Public Relations is taught in the College of Design, Creative and Digital Industries. It is based in the Westminster School of Media and Communication. The management structure supporting the course is as follows:

Course Leader: is responsible for day to day running and overall management of the course and development of the curriculum.

Head of School: holds academic responsibility for the course and for other courses run within the School.

Head of College: holds overall responsibility for the course and for the other courses run in the College.

The **Course Leader** will be responsible for:

- Admissions
- Approving students' programme of study
- Organisation of tutorial and supervisory support and pastoral care
- Co-ordination of Dissertation supervision
- Co-ordination of marks for assessment boards
- General management of the course

Module leaders oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](https://www.westminster.ac.uk/academic-regulations). Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development)

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course/programme was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course/programme is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, to evaluate the effectiveness of the course and make changes where necessary.

A course/programme revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also

represented on key College and University committees.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Programme Handbook, Module Proformas and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©