Academic Year 2024/25
Master of Arts in Media and Public Relations

Code: 4076 F/P

Notes

(i) *These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*

(ii) *A core module for outcomes is a module which a student must pass.*

(iii) *A core module for PSRB accreditation is a module a student is required to pass to obtain accreditation*

(iv) *A compulsory module is a module which a student is required to study.*

(v) *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

(vi) *Any candidates whose native language is not English must sit the University English Language Assessment (UELA) the week preceding the scheduled Welcome (Induction) Week. If the assessment results are Level 1 (UELA score less than 60) or Level 2 (UELA score 60 - 69), then the candidate is required to enrol in a free non-credit-bearing in-sessional course(s) where attendance is compulsory and will be monitored for evidence of attendance.*

1.   Programme structure

(a)   The programme is available for study in both full-time and part-time modes.

(b)   The period of study for full-time mode shall be 1 year starting in September. The period of study for part-time mode shall normally be 2 years starting in September. The programme comprises modules to a credit value of 180.

(c)   All candidates shall take the following compulsory modules:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditation	Core for learning outcomes	Mode
MCH8008	Media and Promotional Cultures	20	20			7				
MCH8058	Methodologies: Researching Media, Culture & Society	20	20			7				
MCH8060	Strategies and Management in PR	20		20		7				
MCH8065	Public Relations Theory and Concepts	20	20			7				
MCH8199	Dissertation for MA Media and Public Relations	60			60	7				

(d)   All candidates shall take further optional modules to a value of 40 credits from the following:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditation	Core for learning outcomes	Mode
LAW8572	International Human Rights and Development: Global Challenges	20		20		7				
LAW8576	Law and Digital Society	20		20		7				
MCH8012	Freelancing in Media and Communications	20		20		7				
MCH8013	Global and Environmental Public Relations	20		20		7				
MCH8068	International Media and Law (Semester 2)	20		20		7				
MCH8081	Representations: feminism, race and intersectionality	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				
MCH8177	Power, Politics and Communication	20		20		7				
MCH8178	PR in Government – soft power, diplomacy and sportswashing	20		20		7				
MCH8179	Risk and Crisis Management	20		20		7				

For detailed information about module pre-requisites candidates should consult the module catalogue (2024-25 MOFs) at: http://www.ncl.ac.uk/module-catalogue/

(e)   With the approval of the Degree Programme Director, candidates may choose one 20-credit module from Level 6 (Stage 3) Undergraduate Media Programmes as one of their options (candidates cannot enrol again on an optional module that they have completed in previous studies at Newcastle University).

Year 1 (Part-time)

(a)   Candidates shall take the following compulsory modules:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditation	Core for learning outcomes	Mode
MCH8008	Media and Promotional Cultures	20	20			7				
MCH8058	Methodologies: Researching Media, Culture & Society	20	20			7				
MCH8060	Strategies and Management in PR	20		20		7				
MCH8065	Public Relations Theory and Concepts	20	20			7				

Year 2 (Part-time)

(a)   Candidates shall take the following compulsory module.

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditations	Core for learning outcomes	Mode
MCH8199	Dissertation for MA Media and Public Relations	60			60	7				

(b)   Candidates shall take further optional modules to a value of 40 credits from the following:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditations	Core for learning outcomes	Mode
LAW8572	International Human Rights and Development: Global Challenges	20		20		7				
LAW8576	Law and Digital Society	20		20		7				
MCH8012	Freelancing in Media and Communications	20		20		7				

MCH8013	Global and Environmental Public Relations	20		20		7				
MCH8068	International Media and Law (Semester 2)	20		20		7				
MCH8081	Representations: feminism, race and intersectionality	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				
MCH8177	Power, Politics and Communication	20		20		7				
MCH8178	PR in Government – soft power, diplomacy and sportswashing	20		20		7				
MCH8179	Risk and Crisis Management	20		20		7				

2.   With the approval of the Degree Programme Director, candidates may choose one 20-credit module from Level 6 (Stage 3) Undergraduate Media Programmes as one of their options (candidates cannot enrol again on an optional module that they have completed in previous studies at Newcastle University).

3.   **Assessment methods**

Details of the assessment pattern for each module are explained in the module outline.