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 cor	npulsory modules:
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Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Туре	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 & Management in PR	20		20		7				
MCH8065	Public Relations Theories and Concepts	20	20			7				
MCH8199	Dissertation for MA Media and	60			60	7				
OR	Public Relations									
MCH8099	OR									
	MA Media and PR Final Project									

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

Code	Descriptive title	Total Credits	Credits Sem 2	Credits Sem 3	Level	Туре	Core for PSRB Accreditation	-	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		20	20		7				
MCH8177	Power, Politics and Communication	20	20		7				
MCH8178	Public Relations in Government – <u>soft</u> power, diplomacy and sportswashing		20		7				
MCH8179		20	20		7				

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

(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				Level	Туре	-	Core for	Mode
		Credits	Sem 1	Sem 2	Sem 3			Accreditation	learning	
									outcomes	
MCH8008	Media and	20	20			7				
	Promotional									
	Cultures									
MCH8058	Methodologies:	20	20			7				
	Researching									
	Media, Culture &									
	Society									
MCH8060	Strategies and	20		20		7				
	Management in									
	PR									
MCH8065	Public Relations	20	20			7				
	Theories and									
	Concepts									

Year 2 (Part-time)

a. Candidates shall take the following compulsory module.

Code	Descriptive title	Total Credits		Credits Sem 3	Level	Туре	-	Core for learning outcomes	Mode
	Dissertation for MA Media and			60	7			outcomes	
OR MCH8099	Public Relations OR								
	MA Media and PR Final Project								

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

Code	•	Total Credits	Credits Sem 2	Credits Sem 3	Level	Туре	Core for PSRB Accreditations	-	Mode
LAW8572	International Human Rights and Development: Global Challenges	20	20		7				
LAW8576	Law, Digital Markets and Competition	20	20		7				
	Freelancing in Media and Communications	20	20		7				

	Global and Environmental Public Relations	20	20	7		
	International Media and Law (Semester 2)	20	20	7		
	Representations: feminism, race and intersectionality	20	20	7		
	Digital communication for cultural institutions and organisations	20	20	7		
MCH8177	Power, Politics and Communication	20	20	7		
	Public Relations in Government – soft power, diplomacy and sportswashing	20	20	7		
	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.