



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

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
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	Public Relations 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:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
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 Theories and Concepts	20	20			7				

### **Year 2 (Part-time)**

a. Candidates shall take the following compulsory module.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditations</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
MCH8199 OR MCH8099	Dissertation for MA Media and Public Relations OR MA Media and PR Final Project	60			60	7				

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

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditations</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
LAW8572	International Human Rights and Development: Global Challenges	20		20		7				
LAW8576	Law, Digital Markets and Competition	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	Public Relations 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.