

**Academic Year 2025/26**  
**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-session 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	Researching Media and PR	20	20			7				
MCH8060	Strategies & Management in PR	20		20		7				
MCH8065	Public Relations Theories and Concepts	20	20			7				
MCH8199 OR MCH8099	Dissertation for MA Media and Public Relations  OR Media and PR Final Project	60			60	7				

(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				
MCH8012	Freelancing in Media and Communications	20		20		7				
MCH8013	Global and Environmental Public Relations	20		20		7				
MCH8104	Cultures of Data Visualisation	20		20		7				
MCH8163	News and Journalism	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				
MCH8177	Digital Politics, Communication, and AI	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	Researching Media and PR	20	20			7				
MCH8060	Strategies and Management in PR	20		20		7				

MCH8065	Public Relations Theories and Concepts	20	20			7				
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**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 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				
MCH8012	Freelancing in Media and Communications	20		20		7				
MCH8013	Global and Environmental Public Relations	20		20		7				
MCH8104	Culture of Data Visualisation	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				
MCH8177	Power, Politics and Communication, and AI	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.