

Strategic Public Relations (Online)

University of Stirling

Venues

Stirling Campus

Content

This Masters in Strategic Public Relations will help you to develop a critical appreciation of the role of public relations in contemporary societies, as well as key analytical, management and communication skills. You'll gain a solid understanding of the theory behind public relations and communications, and have many opportunities to apply this theory to everyday communications and public relations practice, experience and phenomena.

The course is delivered online via Canvas, the University of Stirling's online learning environment.

By the end of your studies, you'll have the necessary skills to work at a managerial level in public relations. You'll be able to analyse environments, issues, organisational cultures and relationships – as well as set objectives, carry out research and evaluation, and design and implement public relations strategies.

You can exit after Stage 1 with PgCert Strategic Public Relations.

You can exit after Stage 2 with PgDip Strategic Public Relations.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

16 months

Department

Arts and Humanities

Entry Requirements

A minimum of a second class honours degree (2:1 preferred) or equivalent in a relevant subject. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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