

## Strategic Communication and Public Relations

Queen Margaret University

### Content

This flexible PgCert will enable you to develop your communications and public relations knowledge and skills without the commitment of full-time study, making it ideal for those with existing work commitments.

On this course you will develop the specialist skills needed to communicate effectively across a range of media and digital platforms. It's important to understand the bigger picture, and you will study within a framework that emphasises strategic thinking and a critical stance, enabling you to make an effective, ethical and responsible contribution to your organisation.

### Start Date

September, January

### Qualification

Postgraduate Certificate

### Study Method

Distance and Flexible learning  
Full time

### Award Title

PgCert

### Course Length

1 year

### Faculty

School of Arts, Social Sciences and Management

### Department

Drama and Performing Arts

### Entry Requirements

Honours degree or equivalent from a relevant subject area (arts, humanities or social sciences). Students without a traditional honours degree may be admitted (subject to interview) if they have other relevant qualifications and/ or appropriate work experience.

### SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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Musselburgh  
East Lothian  
EH21 6UU

## Website

[www.qmu.ac.uk](http://www.qmu.ac.uk)