

Corporate Communication and Public Affairs

Robert Gordon University

Content

This CIPR accredited course provides you with the practical skills and relevant academic knowledge to ensure you will be capable of operating in a strategic communication role on graduation.

This course provides the practical skills and relevant knowledge required for a career within PR and Public Affairs.

Stage 1:

You will develop an understanding of the legal, ethical, political, economic and institutional frameworks you will operate in. Evaluating and apply theories of Corporate Communication and Public Affairs is a key part of this stage.

You can exit after Stage 1 with PgCert Corporate Communication and Public Affairs.

Stage 2:

You will continue to develop your specialist skills, in-depth knowledge and practical experience. You will present a written research proposal for submission, which will normally form the basis for the Masters dissertation or project. A four week period of professional industry experience is undertaken at the end of the taught modules

You can exit after Stage 2 with PgDip Corporate Communication and Public Affairs.

Stage 3:

The Project/Dissertation can take the form of a practical project as an alternative to the traditional academic dissertation of 15,000 words. You will work independently but under tutorial supervision, to undertake the research and prepare the project/dissertation.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Part time (day)

Award Title

MSc

Course Length

3 years

Department

School of Creative and Cultural Business

Entry Requirements

Normally a 2:2 undergraduate honours degree or its equivalent in any subject area. Applicants with a lower degree classification and / or relevant work experience will be considered on a case by case basis.

SCQF Level

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Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Garthdee House
Garthdee Road
Aberdeen
AB10 7QB

Website

www.rgu.ac.uk