

Strategic Public Relations and Communication Management

University of Stirling

Venues

Stirling Campus

Content

This course gives you the chance 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 need for a successful career in communications and public relations. 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.

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

You can exit after 6 months with PgCert Strategic Public Relations and Communication Management.

You can exit after 9 months with PgDip Strategic Public Relations and Communication Management.

Start Date

September

Qualification

Postgraduate Master's

Study Method

Part time (day)

Award Title

MSc

Course Length

2 years

Department

Arts and Humanities

Entry Requirements

A minimum of a Second Class Honours degree (2:1 preferred) in a relevant subject or equivalent is required. If you don't have these formal qualifications, but have significant relevant work and life experience, we still encourage you to apply.

If you don't currently meet the academic requirements for this course, INTO University of Stirling offers a variety of preparation programmes that can earn you the qualifications and skills you need for direct entry.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Stirling
Bridge Of Allan
Stirling District
FK9 4LA

Website

www.stir.ac.uk