

## Public Relations and Marketing Communications

Queen Margaret University

### Content

This course gives you an unrivalled opportunity to study two closely aligned disciplines: public relations and marketing. Organisations often take an integrated approach to communication, bringing together these two disciplines to help drive success. PR manages relationships with a range of stakeholder groups including employees, the government and the media, while marketing focuses on relationships with the customer.

Year 1:

Media Industries 1; Core Concepts in Media and Communications; Digital Content Creation; Media Production: Skills and Techniques; Media Production: Video Project; Introduction to Marketing.

Year 2:

Popular Media Cultures; Media Campaigning; Media Production: Online Journalism; Analytics, Insights and Impact; Event Management; Digital Business and e-Commerce.

Year 3:

Advertising and Marketing Communications; Campaigning and Practice; Experiential Marketing and Consumer Behaviour; Designing a Research Project; Persuasive Communication; plus two options.

Year 4:

Placement; Strategic Marketing; Management; Dissertation; plus two options.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA/BA Hons

### UCAS Code

P211

### Course Length

3 - 4 years

## Faculty

School of Arts, Social Sciences and Management

## Department

Film, Media and Communications

## Entry Requirements

2022 entry requirements:

4 Highers at BBBB (standard entry) or BBCC (widening access entry) preferably including English or Media plus English and preferably Maths or Applications of Maths at National 5.

For entry to year 2 you must have 2 Advanced Highers at BC plus Highers at BB (in different subjects).

## SCQF Level

9/10

## Address

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## Website

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