

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 One: Studying Media and Communications; Introduction to Marketing; Digital Content Creation; Media and Communication Industries; Media Production: Skills and Techniques; Media Production: Video Project.

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

Year Three: Campaigning and Practice; Advertising and Marketing Communications; Experiential Marketing and Consumer Behaviour; Designing a Research Project; Persuasive Communication; Plus one option.

Year Four: Professional Communication Placement; Strategic Marketing Management; Dissertation; plus one option.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

P211

Course Length

4 years

Faculty

School of Arts, Social Sciences and Management

Department

Film, Communication and Creative Industries

Entry Requirements

2025 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

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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