

## Mass Communications, Advertising and Public Relations (3rd year entry)

Edinburgh Napier University

### Venues

Merchiston Campus

### Content

Whether you choose direct entry from college into third year, or study the first two years of the BA (Hons) Mass Communications degree and transfer across, the BA (Hons) Mass Communications, Advertising & Public Relations degree will give you the opportunity to explore a variety of career options and find the best fit for you.

Prepare for employment or postgraduate study in disciplines such as mass communications, advertising, public relations, marketing, journalism, media and digital communication, with this new degree professionally recognised by the Public Relations and Communications Association (PRCA).

The course provides the opportunity to study at a partner university overseas, or complete a work placement in industry.

Year 3: Communication Management; Advertising Theory & Practice; Public Relations Theory & Practice; Branding; Visual Communication; Online Communication.

Year 4: Dissertation; Professional Project in Advertising Management; Professional Project in Public Relations Management; International & Intercultural Communication; Professional Communication Production Module.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

W123

### Course Length

2 years

## Department

Film, Journalism and Media

## Entry Requirements

2022 entry requirements

Relevant HND

## SCQF Level

10

## Website

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