

APPROVED



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

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| Awards |
| MA |

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| Programme Code: | CR_BPRNM_9 |
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| Mode of Delivery: | Full Time, ACCS |
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| No. of Semesters: | 3 |
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| NFQ Level: | 9 |
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| Embedded Award: | No |
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| Programme Credits: | 90 |
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| programmeReviewDate: | June 2021 |
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| Department: | MEDIA COMMUNICATIONS |
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| Field of Study: | Business & Management |
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Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

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| PO1 | Knowledge - Breadth |
| | (a) A systematic understanding of the strategic function of the practice of professional, public relations and corporate communications. |
| PO2 | Knowledge - Kind |
| | (a) A critical awareness of the contexts and settings of public relations practice and its relationship with and to other organisation functions and professions. |
| PO3 | Skill - Range |
| | (a) The ability to research, manage and evaluate planned programmes of public relations and corporate communications activity. |
| PO4 | Skill - Selectivity |
| | (a) The ability to critically evaluate and contextualise an organisation's internal and external communication's requirements and to exercise autonomous judgement in the performance of such functions. |
| PO5 | Competence - Context |
| | (a) The ability to commission and manage PR research, multimedia and design problem-solving techniques in a wide range of communications and organisation contexts |
| PO6 | Competence - Role |
| | (a) Adherence to the highest national and international professional and ethical standards in the practice of public relations and to promote these standards within the workplace environment and in the interface with other functions and professions. |
| PO7 | Competence - Learning to Learn |
| | (a) A critical appreciation of the diverse, interdisciplinary nature of the practice of professional public relations and the need to address this dynamic and a rapidly changing work environment through continuing academic and professional learning. |
| PO8 | Competence - Insight |
| | (a) A critical understanding of the wider political, social and economic environment within which the public relations professional operates and the need to act at all times with due regard to the public interest. |

Semester Schedules

Stage 1 / Semester 1

| Mandatory | |
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| Module Code | Module Title |
| MMED9010 | PR Theory & Application |
| MMED9013 | Research Methods and Practice |
| MMED9001 | Ethics & Social Responsibility |
| MMED8025 | Multimedia Production |
| MMED9009 | Media Writing |
| Elective | |
| Module Code | Module Title |
| MRKT8001 | Brand Management |
| MRKT8005 | Digital Marketing Environment |

Stage 1 / Semester 2

| Mandatory | |
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| Module Code | Module Title |
| MMED9015 | Cybercultures |
| CTEC8005 | New Media Production |
| MMED9012 | PR and New Media |
| MMED9016 | Public Relations Campaigns |
| MMED8024 | Bus. Comm. & Online Writing |
| Elective | |
| Module Code | Module Title |
| MMED8018 | Event & Project Management |
| LEGS9004 | Media and Communications Law |
| MGMT8048 | Enterprise and Innovation |

Stage 2 / Semester 1

| Mandatory | |
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| Module Code | Module Title |
| MMED9017 | Public Relations MA Project |