

APPROVED



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

Awards
MA

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... :

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	
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	
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
JOUR9005	Media Law, Ethics & Prof. Practice
MGMT8048	Enterprise and Innovation

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
MMED9017	Public Relations MA Project