

Isabella Young

MA Communications Management

“ I am studying part-time whilst working. Though this has been hard, it has also been extremely rewarding – I feel like my skills and knowledge have been given a real boost as well as my confidence and drive... I know I will be able to use both the qualification and the skills to further my career. ”



Communications Management MA

Aims of the course

This postgraduate programme of study is concerned with a specialist area that is part of two wider fields of study: communications (or media) studies and business studies. This area of academic interest and activity is sometimes also called organisational or corporate communications, and the phrase 'news management' is also sometimes used in this context.

The course aims to provide a thorough knowledge of the methods of data collection and analysis available to those professionally and academically concerned with communications management and the necessary skills to use these methods in a professional context.

The course also emphasises the need to look beyond the application of techniques; incorporating a critical attitude to research. You are encouraged to operate as a reflective practitioner, whether in a professional or academic context.

Course structure

The course consists of four core modules, two optional modules, and a dissertation of 15,000 words. The four core modules are:

- **Media Theory Evaluation and Research Methods I** - introduces conceptions of 'the audience'; quantitative marketing approaches; reception theory and interpretive audience research; focus group research methods
- **Media Theory Evaluation and Research Methods II** - developing strategies, identity and information needs; auditing and planning systems; survey design and analysis; content analysis
- **Ethics of Communication I** - analyses philosophical issues around truth, persuasion and rhetoric; communication industries' ethical codes; statutory regulations
- **Ethics of Communication II** - encompasses theories of the public sphere; case studies in propaganda; case studies in (peacetime) news management; source-journalist relationships

The two optional modules are either in Public Relations or Research Methods:

- **Public Relations** - introduces principles of Public Relations (PR); identifying audiences and appropriate messages; applications – business to business, government, financial, crisis PR; preparing a PR plan
- **Advanced Public Relations** - client perspectives; campaign management – strategy, budgeting, timetabling; creativity; work experience (or Accredited Prior Learning via previous work experience)

or:

- **Evaluative Research Methods** - evaluation methodology: assessment of individual and social needs; decision-making and professional judgement; the evaluation of service provision. Considers quantitative & qualitative methods in evaluation, cost-effectiveness, self-evaluation, quality issues and monitoring

and either:

- **Quantitative Research Methods** - explores concepts of empirical social science research; introduces key methodological and statistical techniques applied to the generation and analysis of empirical data; the development of grounded research hypotheses; the identification of appropriate data to test such hypotheses; the use of software for secondary analyses of social science survey data, and the production of reports of their findings

or:

- **Qualitative Research Methods** - principles and practice of qualitative social research methods: ethnography; conducting interviews; problems of observation and interpretation; recording data and data analysis and appropriate software for qualitative research; focus group research; using documents and the media; issues of gender in qualitative research; researching vulnerable groups

Entry requirements

Applicants should have a good Honours degree in a relevant subject, or a lower grade first degree, plus relevant professional experience, or training, or extensive professional experience at a high level. All applications will be considered on their individual merits and applicants may be asked to attend an interview. Proficiency in English language is essential if you are to benefit fully from the course.

Applicants, for whom English is not their first language, must demonstrate sufficient proficiency in both written and spoken English.

The minimum requirement is:

- IELTS 6.0 or above
- TOEFL (old examination) 600 minimum
- TOEFL (new examination) 250 minimum

The University offers language support courses throughout the academic year.

Assessment

You will be assessed via essays, individual and group research projects, and a final dissertation. The first semester public relations module is assessed via a formal examination.

Career opportunities

The course is designed to attract a range of students: people working or seeking employment in organisations in the communications and information industries, where communications planning and evaluation are central to career structures. It also prepares students for entry into research degrees in communications. Graduates typically find positions in the communications departments of organisations in the public and private sectors, or elsewhere in the wider communications industries.

Those taking the PR option are eligible to join the Institute of Public Relations (IPR) as Student Members. On completion of an approved course, you will be eligible for upgrading to Associate Membership (AMIPR) if you have less than four years experience in public relations or Full Membership (MIPR) if you have more than four years professional experience (subject to confirmation).

Duration and attendance

Full time

One year

Three evenings a week

Autumn semester: Tuesday, Wednesday, Thursday
Spring semester: Monday, Wednesday, Thursday

Starting September

Part time (evening)

Two - three years

One - two evenings a week

Starting September

February

Fees

The fees for 2005/06 are:*

	Home/EU	Overseas
Full-time	£3,600	£8,100
Part-time	£1,800	£4,050

(fees for first year based on completing in two years)

*Fees may be subject to change, please check with Admissions.

Fees may be paid in monthly and/or termly instalments.

Location of teaching

London City campus
31 Jewry St and 84 Moorgate

How to apply

Application forms are available from and returnable to the Admissions Office at the address below, or you may download an application form from: www.londonmet.ac.uk/how-to-apply/

Please return your completed application form to :
Postgraduate Admissions
London Metropolitan University
166 - 220 Holloway Road
London N7 8DB

Tel: +44 (0) 20 7133 4202
Fax: +44 (0) 20 7133 2677
Email: admissions@londonmet.ac.uk

Further information

Course organiser
Dr Jeremy Collins
Tel: +44 (0) 20 7320 1379
Fax: +44 (0) 20 7320 1938
Email: j.collins@londonmet.ac.uk