

Programme Title:	MA in Social Media Communications
Qual. Code:	MSMC
Year:	2024-2025
ISCED Code:	320
Offering Type:	01-Full Time
Study Period:	1
Faculty/Code:	Humanities and Social Sciences (6000)
School/Code:	Communications (60)
of Programme:	1 Year
Final Year	Yes
Previous Element Contribution	No

BANNER COURSE/MODULE CODE	Module Owner		Module Title	Core/Optional	Credit Weight	Main [M] / Sub-module	Semester (Block Code)	Resit Category	Module Assessment Weight: CA%	Module Assessment Weight: Exam%	Module Weight
Core Modules											
Semester 1											
MCO1038	Communications		Understanding Social Media	Core	10	M	1,8	1	100%	0%	200
MCO1051	Communications		Social Media, Journalism and Democracy	Core	10	M	1,8	1	100%	0%	200
MCO1015	Communications		Research Methods	Core	5	M	1,8	1	100%	0%	100
MCO1059	Communications		Digital Media Campaigns	Core	5	M	1,8	1	100%	0%	100
Semester 2											
MCO1040	Communications		Social Media: Structures, Practices & Applications	Core	10	M	2,8	1	100%	0%	200
STA1002	Communications		Data Communication	Core	10	M	2,8	1	100%	0%	200
Autumn Semester											
MCO1060	Communications		Dissertation / Major Project (by practice)	Core	30	M	P8	2	100%	0%	600
Optional Modules											
Semester 2											
Please choose two from the list below:											
MCO1048	Communications		Media Audiences and Consumption	Option	5	M	2,8	1	100%	0%	100
MCO1003	Communications		Gender and Sexuality in Digital Culture	Option	5	M	2,8	1	100%	0%	100
MCO1058	Communications		Public Relations: Issues and Principles	Option	5	M	2,8	1	100%	0%	100
MCO1068	Communications		Information, Manipulation and Democracy	Option	5	M	2,8	1	100%	0%	100
You may choose the following non-contributing module, the marks for which will not contribute to your final degree award.											
UM405	Office of Student Life	UM405	Uaneen Non-Contributing Module	Option	5	M	0,8	1	100%	0%	0

Total Credits	90
Minimum Credits needed to graduate:	90
Total Weighting	1800