

Programme Title:	MA in Social Media Communications
Qual. Code:	MSMC
Year:	2024-2025
ISCED Code:	320
Offering Type:	02-Part Time
Study Period:	1
Faculty/Code:	Humanities and Social Sciences (6000)
School/Code:	Communications (60)
Minimum Formal Time/ Programme Duration:	2 Years
Final Year	No
Contribution	No

BANNER COURSE/MODULE CODE	Module Owner		Module Title	Core/ Optional	Credit Weight	Main [M] / Sub- mod ule	Semester (Block Code)	Resit Category	Module Assess ment Weight: CA%	Module Assess ment 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
Semester 2											
MCO1040	Communications		Social Media: Structures, Practices & Applications	Core	10	M	2,8	1	100%	0%	200
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
				Total Credits	40						
				Minimum Credits needed to progress:	40						
				Total Weighting	800						

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School/Code:	Communications (60)
Duration of Programme:	2 Years
Final Year	Yes
Contribution	No

BANNER COURSE/MODULE CODE	Module Owner		Module Title	Core/Optional	Credit	Main [M] / Sub-module	Semester (Block Code)	Resit Category	Module Assessment Weight: CA%	Module Assessment Weight: Exam%	Module Weight
Core Modules											
Semester 1											
MCO1015	Communications [60]		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											
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
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	50
graduate:	90
Total Weighting	1000