



Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University



MSc Public Relations and Strategic Communications – INTRA Programme (DC674)

Overview

This specialist Masters programme is designed to provide the skills and ability to think strategically and make effective use of the latest tools in modern communications. DCU's MSc Public Relations and Strategic Communications has been developed in consultation with the public relations industry, together with the advice of academics, in the UK, Europe and the United States. While it is aimed at students with a degree in a related discipline, such as communications or marketing, graduates from areas have also done well on the programme. The programme provides students with public relations theory and practice alongside an understanding of recent developments and challenges for the profession. These include the impact of the Internet and the growth of social media; the decline of traditional media; growing issues of corporate social responsibility influencing organisational reputation; and the increasing influence of other social science disciplines on Public Relations theory and practice.

Aims and Objectives

- To appreciate the strategic importance of public relations in the corporate, political and non-profit sectors
- To develop an understanding and critical reflection about the role and processes of public relations in organisations and society

- To engage with topics and issues about public relations, and demonstrate leadership and thoughtful reflection in discussions and group work
- To develop practical skills for PR planning and implementation alongside reflective skills and scholarship and understanding of the role and agendas which develop from PR as a strategic discipline

DCU's work experience programme INTRA (INtegrated TRaining) is a central feature of education at DCU and an integral part of many undergraduate and some postgraduate degree programmes.

Work Areas

Students on the MSc Public Relations and Strategic Communications are able to work effectively at client executive, or similar, level in:

- Public Relations
- Strategic Communications
- Political Communications
- Communications Management
- Brand Engagement
- Reputation Management
- Community Management
- Sponsorship
- Corporate Responsibility Management



Student Availability

Students from the MSc Public Relations and Strategic Communications programme are required to complete an INTRA placement at the end of the academic studies, for three months during from July to September.

For more information, contact:

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Semester 1	Semester 2	Academic Year	July - September
Managing the Message Effective messages must be targeted, focused and planned. This module equips students to identify, map and manage relevant stakeholders; to identify and use the most appropriate communication channels for their purpose; and to appreciate the most appropriate form and content for the messages employed.	Strategic Communication In addition to its immediate purpose, communication must also contribute to the overall strategic success of any organisation. This module provides students with an appreciation of strategic thinking and the development of strategic communication as part of strategic management of an organisation.	Academic Dissertation Using rigorous academic research methods, students examine an aspect of public relations to establish new knowledge or to explore a topic from a new perspective.	INTRA Placement Students are required to effectively complete a public relations placement for a period of three months, over July, August and September, while recording their experience in an online reflective learning diary.
Communication Management Effective communication requires systematic planning, implementation and monitoring of all aspects of the communication process. This module enables students to develop and deliver communications plans; to manage internal and external communication using traditional and digital channels; and to develop a good working knowledge of the theories, practices and key issues underpinning effective communication management.	Contemporary Communication Channels The pace of development of social media challenges communication professionals to select and adopt their most effective use. This module introduces students to the strategic use of emerging communication technologies for effective Public Relations practice and to the range of issues to be considered in the strategic use of digital communication channels within contemporary Public Relations.		
Contemporary Public Relations Issues The practice of Public Relations evolves within a changing and challenging environment. Drawing on the expertise of current PR practitioners, this module considers issues of public relations practice illustrated through current Irish and international case studies.	Integrated Communications Strategic communication requires the integration of all communication tools. This module introduces the student to the theories, principles and practices of integrated communications. The module enables the student to appreciate the components of integrated communications and particularly Public Relations.		
Research Methods This module examines what it means to conduct research: including devising a research question, conducting a literature review, individual research methods (and how they might work together) and academic writing skills.			

INTRA