



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

**SCHOOL OF SUSTAINABLE DEVELOPMENT
AND TOURISM**

Department of Tourism, Leisure and Services

PROGRAMME:

MA COMMUNICATION

&

PUBLIC RELATIONS

Programme Document

Version 2.0

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University of Technology, Mauritius
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A . PROGRAMME INFORMATION

Communication and Public Relations are two key areas which are of fundamental importance to organisations aiming at success and sustainability. Communication and Public Relations is a dynamic profession with areas which are evolving fast to keep pace with the needs of a changing business environment. It has always been understood that operating effectively in a business environment requires good communication ability. With the growth of product and service savvy consumers it is becoming almost impossible for firms to neglect the need for effective public relations. Organisations need to take into consideration the views and interests of all their stakeholders in their environment to achieve sustainable success. Failing to adhere to these two principles is very risky and can lead to disastrous situations.

This programme comes as a unique combination of conceptual, analytical, technical and management skills with special emphasis on Communication and Public Relations. Throughout the course the emphasis is on critical thinking, reflective practice and self-reliance – all of which are characteristics expected of today's senior communication and public relation practitioners.

The MA Communication and Public Relations teaches an integrated approach to communications, with public relations 'earning its keep' and justifying its place at the heart of corporate management.

The course encourages the inquisitive, rewards the hard-working and builds skills for those intending to further their careers at a high level in public relations in both public and private sectors.

B. PROGRAMME AIM

A new breed of managers, well-versed in both the communication and public relations are now required to face the new challenges prevailing in businesses. This programme aims at preparing professionals from both the public and private spheres to cope with the fast-evolving internal and external environment of their businesses and at developing key transferable skills of imagination and creativity, effective teamwork, communication, decision making and critical self-awareness – all of which are core skills, demanded by 21st century employers.

C. PROGRAMME OBJECTIVES

- Equip students with the core knowledge and theoretical underpinning of communication and public relations and associated areas.
- Develop a deep theoretical knowledge of the place of public relations in society and in the context of part of an integrated approach to communications – as a fundamental tool of reputation management.
- Develop skills in campaign planning and evaluation, which are firmly rooted in understanding 'the brand', whether discrete or corporate.
- To develop the participants ability to manage their businesses more efficiently via effective engagement of stakeholders.
- To critically assess and apply a range of communication and public relation strategies for the sustainability of organisations in both private and public sectors.

REGULATIONS

PART 1

REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

As per UTM 'Admissions Regulations' and 'Admission to Programmes of Study at Masters Level'.

E. PROGRAMME ENTRY REQUIREMENTS

Candidates should have the following qualifications:

- a) A Bachelor Degree from a recognised University or any recognised institution of higher education.

Or

- b) Exceptionally candidates holding a relevant Diploma from a recognised institution may be admitted with at least 5 years of relevant professional work experience.

Overseas Candidates

Overseas candidates whose first language is not English and who do not hold a degree or equivalent professional taught in English will be required to produce evidence of their competence in English.

The normal requirements are either:

- (a) an International English Language Testing System (IELTS) of at least overall band 7.0 with a minimum score of at least 6.0 in each element of the test; or
- (b) a Test of English as a Foreign Language (TOEFL) score of at least 600 with a test of written English (TWE) score of at least 5.0 or computerised test equivalent of 250 with a TWE of 5.0 together with a Graduate Management Test (GMAT) of at least 600 with an Analytical Writing Assessment (AWA) score of at least 5.0 or
- (c) A certificate from a recognised authority confirming that applicant has the required knowledge or qualification in the English language to be admitted to the course.

F. PROGRAMME MODE AND DURATION

Part-Time: 2 Years

The programme consists of two academic years. Each academic year includes two semesters of 15 weeks each (excluding the Exam period).

G. TEACHING AND LEARNING STRATEGIES

The programme consists of a wide variety of teaching methods, including lectures, individual or group projects, presentations, workshops, seminars and case studies. Self-learning will be the key feature of the programme, enabling students to explore, investigate and research in various issues related to communication and public relations.

H. STUDENT SUPPORT AND GUIDANCE

In addition to traditional lectures, group tutorials or individual tutorials are arranged for students.

I. ATTENDANCE REQUIREMENTS

As per UTM "Policy for Attendance of lectures & other academic Activities".

J. CREDIT SYSTEM

Each module is equivalent to 3 credits. All modules will carry 100 marks and the project/dissertation will carry 300 marks (9 credits).

K. STUDENT PROGRESS AND ASSESSMENT

For the award of the Masters degree all modules must be passed overall with passes in the examinations, coursework and other forms of assessment. All modules will have equal weighting (Research Methods will be assessed 100% by coursework).

Written examinations will be of a maximum of 3 hours' duration. Continuous assessment will carry up to 50% of the total marks and will be based on seminars, case studies, class tests and/or assignments, etc.

The dissertation will carry 300 marks (9 credits).

L. EVALUATION OF PERFORMANCE

Masters Degree	42 credits (inclusive of dissertation)
Postgraduate Diploma	33 credits
Postgraduate Certificate	18 credits

Grading

Grade	Marks x (%)
A	$70 \leq x \leq 100$
B	$60 \leq x < 70$
C	$50 \leq x < 60$
D	$40 \leq x < 50$
F	$x < 40$
A-D	Pass

F Fail

M. MASTERS DEGREE AWARD CLASSIFICATION

$CPA \geq 70$	Masters Degree with Distinction
$60 \leq CPA < 70$	Masters Degree with Merit
$40 \leq CPA < 60$	Masters Degree
$CPA < 40$	No Award

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Ms P. Naidoo – pnaidoo@umail.utm.ac.mu; Dr P. Ramseook-Munhurrin – pmunhurrin@umail.utm.ac.mu; Ms V.N. Seebaluck – vseebaluck@umail.utm.ac.mu

N. PROGRAMME STRUCTURE AND PLAN – PART TIME

MA COMMUNICATION AND PUBLIC RELATIONS

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L T SS	Credits	Code	Modules	Hrs/Wk L T SS	Credits
COMM 5503B	Corporate Communications Strategy	2+1	3	COMM 5409B	Public Relations in Practice	2+1	3
COMM 5408B	Contemporary Theory and Issues in PR	2+1	3	CSR 5105B	Corporate Social Responsibility and Sustainability	2+1	3
COMM 5410B	New Media Communication and PR	2+1	3	STATS 5301B	Research Methods	2+1	3
YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L T SS	Credits	Code	Modules	Hrs/Wk L T SS	Credits
SMKG 5301 B	Brand Management and Marketing Communication	2+1	3				
COMM 5504B	Internal Communications and Change Management	2+1	3	CSR 5205B	Organisational Ethics in Practice	2+1	3
SMKG 5407B	Consumer Behaviour	2+1	3	SMKG 5405B	Relationship and Direct Marketing	2+1	3
				DISS 5000	Dissertation*		9
Dissertation*							

*Dissertation starts in Semester 1 of Year 2. Credits earned at the end of Semester 2 of Year 2

TOTAL NUMBER OF CREDITS: 42

O. SYLLABUS OUTLINE

COMM 5503B Corporate Communications Strategy:

Scope and role of corporate communications an overview; Corporate communications theory (business, organisational and management communication); Corporate strategy: planning, implementation and evaluation; Integrated communications; the ethics of corporate communication; the nature of news and the role of the media; managing communication and corporate strategy; image identity and reputation.

COMM 5408B Contemporary Theory and Issues in PR:

Conceptualising public relations- definitions, history; Persuasion and Critique of Excellence Theory; Campaign development, research, planning, evaluation, integrated communications; Risk and Crisis communication; Organisational identity, Community relations, New Technologies, Social, Media, fundraising; International public relations; professional standards and development, stakeholders relations.

COMM 5410B New Media Communication and PR:

Media studies; Principles of Media Practice; media policy; News management and Public Relations; Online media; Press journalism; Social and political effects of news in contemporary society; Advertising; Publication design; Media and politics. The Information Society; The Internet, Networks and Mobilities; New Ways of Work and a New Culture; Intellectual Property and the Commodification of Information; New Media and Higher Education; Inequalities and the Internet: Digital Divides; Virtual Communities or Fragmentation; Surveillance and New Media; Electronic Democracy: New Media, New Politics; Cyberspace and the Globalization of Culture; crafting communication strategy through online channels; reputation and crisis management in social media; Social media management and public relations; emerging issues in new media communication and PR.

COMM 5409B Public Relations in Practice:

Principles of PR practice; Organisation structure and functions of Pr Departments; PR campaigns; Emerging trends in PR; Publics and public opinion; Event and PR strategy & planning; Creativity in PR; Writing for PR; Dealing with the media; Handling press conferences; Effective crisis communication; Campaign Research and Evaluation; emerging issues in PR.

CSR 5105B Corporate Social Responsibility and Sustainability:

CSR and overview; the concept of corporate sustainability; drivers of corporate sustainability; corporate sustainability and accountability; HRM for sustainable development; Issues in social responsibility and sustainability; Social responsibility and sustainability and their relationship with governments, organisations, customers and other stakeholders; Socially and environmentally responsible marketing practices; Communicating social and environmental practices: practical, legal and ethical implications; CSR and sustainability programmes and their role in engaging and managing stakeholder relationships; The impact of CSR and sustainability marketing initiatives on business and the society at large; Evaluation of social responsibility and sustainability programmes.

STAT 5301B: Research Methods

Research Concepts: Research problems, questions, hypotheses; Research Philosophy; Literature Review; Research Approaches and Design; Ethics in Research; Data Collection Tools and Techniques; Sampling Techniques; Qualitative Research: Research Strategies; Qualitative Data Collection Methods; Qualitative research Data Analysis; Quantitative Research: Measurement and Scaling in Research, Reliability and Validity; Questionnaire Design; Introduction to Statistics: Descriptive Statistical Analysis, Hypothesis Testing, t-tests and ANOVA; Factor Analysis, Chi-square and Regression Analysis; Data analysis with SPSS; Reporting and presenting research.

SMKG 5301B: Brand Management and Marketing Communications

Concept of branding; Brand promise; Brand equity; Brand image; Branding strategy; The Communication mix and Branding: Advertising, Public relations, Personal selling, Sales force management, Direct marketing, Sales promotions, The Internet and Social Media; Selecting media; Planning messages; Market research for branding and communications planning; Integrated marketing communications; ethical issues in branding and marketing communications; emerging issues in brand management and marketing communication.

COMM 5504B Internal Communications and Change Management:

Culture and management evolution, power and communication; Evaluation tools and techniques; Role and function of internal communications; Managing change; Communicating during change; Understanding internal stakeholder needs; Employee engagement; Social media for internal communication; Internal communication and legislation.

SMKG 5407B Consumer Behaviour:

Contemporary consumers and their behaviours; contemporary consumer studies: consumption cycle; consumer decision-making; consumer motivation; the buying process; consumer value and values; lifestyles; individual and group identity; subjectivity; symbolic consumption; consumer disorders; hedonic consumption; the consumption experience; sacred and profane aspects of consumption; meaning and rituals; sites of consumption; anti-globalisation, and consumer cultures; different representations of the consumer: rational decision-maker, creative user of technology, 'rebel', fan. A wide variety of products, services and experiences are examined, and the implications for marketing strategy and marketing communications of how these are consumed are considered.

CSR 5205B Organisational Ethics in Practice:

This module will look at ethical issues and dilemmas in organisations; Concepts and theories underpinning ethics; Case studies of typical ethical situation; Public Opinion of Ethics in organisations; Ethics and the law; Managing ethics; Making ethical decisions; Establishing an ethical climate; Designing and implementing code of ethics; Corporate scandals and best practices. Ethical conflicts and resolution.

SMKG 5405B Relationship and Direct Marketing:

Understanding Relationship marketing; From transactional to relationship marketing; the scope of marketing relationship; planning for relationship marketing; Customer loyalty; Customer retention management; Internal marketing communication; the development of mutually beneficial longer-term relationships between supplies and customers; the concepts and strategies of relationship marketing, including its economics, strategies for partnership marketing between principals and agents and integrated planning; the principles and practice of direct marketing techniques to pursuit of successful marketing relationships, especially direct mail, public relations and personal selling.

DISS 5000: Dissertation:

A 15,000-18,000 words dissertation will have to be submitted at the end of the semester. The work submitted should conform to the Postgraduate Dissertation Guidelines.