



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

SCHOOL OF SUSTAINABLE DEVELOPMENT AND TOURISM

Department of Tourism, Leisure and Services

PROGRAMME:

MA COMMUNICATION
And
PUBLIC RELATIONS

Programme Document

Version 3.0
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MA COMMUNICATION AND PUBLIC RELATIONS

A. PROGRAMME INFORMATION

Communication and Public Relations are two key areas which are of fundamental importance to organisations aiming at success and sustainability, especially in our highly connected and changing business environment. 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 communication, 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.

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.
- Develop the participants ability to manage their businesses more efficiently via effective engagement of stakeholders.

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

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

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 (excluding the Exam period) during which teaching and learning activities take place.

G. TEACHING AND LEARNING STRATEGIES

The programme consists of a wide variety of teaching methods, including face-to-face, blended and online 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. Throughout, the emphasis will be on high levels of student participation, both individually and within small groups.

One module will carry 150 hours of learning comprising of 45 contact hours of delivery which could be any combination of face to face, online or blended learning. The remaining 105 hours will cover self-learning.

H. STUDENT SUPPORT AND GUIDANCE

In addition to face to face, online and blended lectures, group tutorials or individual tutorials are arranged for students as and when required.

I. ATTENDANCE REQUIREMENTS

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

J. CREDIT SYSTEM

This programme is aligned with the European Credit and Transfer System (ECTS):
All modules are equivalent to 6 credits.
All modules will carry 100 marks and the project/dissertation will carry 18 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 or 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.

L. EVALUATION OF PERFORMANCE

Masters Degree	90 credits (inclusive of dissertation)
Postgraduate Diploma	60 credits
Postgraduate Certificate	30 credits

Grading

Grade	Marks x (%)
A	$70 \leq x \leq 100$
B	$60 \leq x \leq 70$
C	$50 \leq x \leq 60$
D	$40 \leq x \leq 50$
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; Mrs T. Makoondlall-Chadee; Assoc Prof (Dr) C. Bokhoree; Dr S.D. Lukea-Bhiwajee; and Dr V. Coolen

O. PROGRAMME STRUCTURE AND PLAN – PART-TIME

MA COMMUNICATION AND PUBLIC RELATIONS

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
COMM 5503B	Corporate Communications Strategy	3 + 7	6	COMM 5409B	Public Relations in Practice	3 + 7	6
COMM 5408B	Contemporary Theory and Issues in PR	3 + 7	6	CSR 5105B	Corporate Social Responsibility and Sustainability	3 + 7	6
COMM 5410B	New Media Communication and PR	3 + 7	6	STATS 5301B	Research Methods	3 + 7	6
				SMKG 5301 B	Brand Management and Marketing Communication	3 + 7	6
YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
COMM 5504B	Internal Communications and Change Management	3 + 7	6	SMKG 5405B	Relationship and Direct Marketing	3 + 7	6
SMKG 5407B	Consumer Behaviour	3 + 7	6	COMM 5203B	International Communication and Public Diplomacy	3 + 7	6
CSR 5205B	Organisational Ethics in Practice	3 + 7	6	DISS 5000	Dissertation*		18
	Dissertation*						

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

TOTAL NUMBER OF CREDITS: 90