

Strategic Communication MA

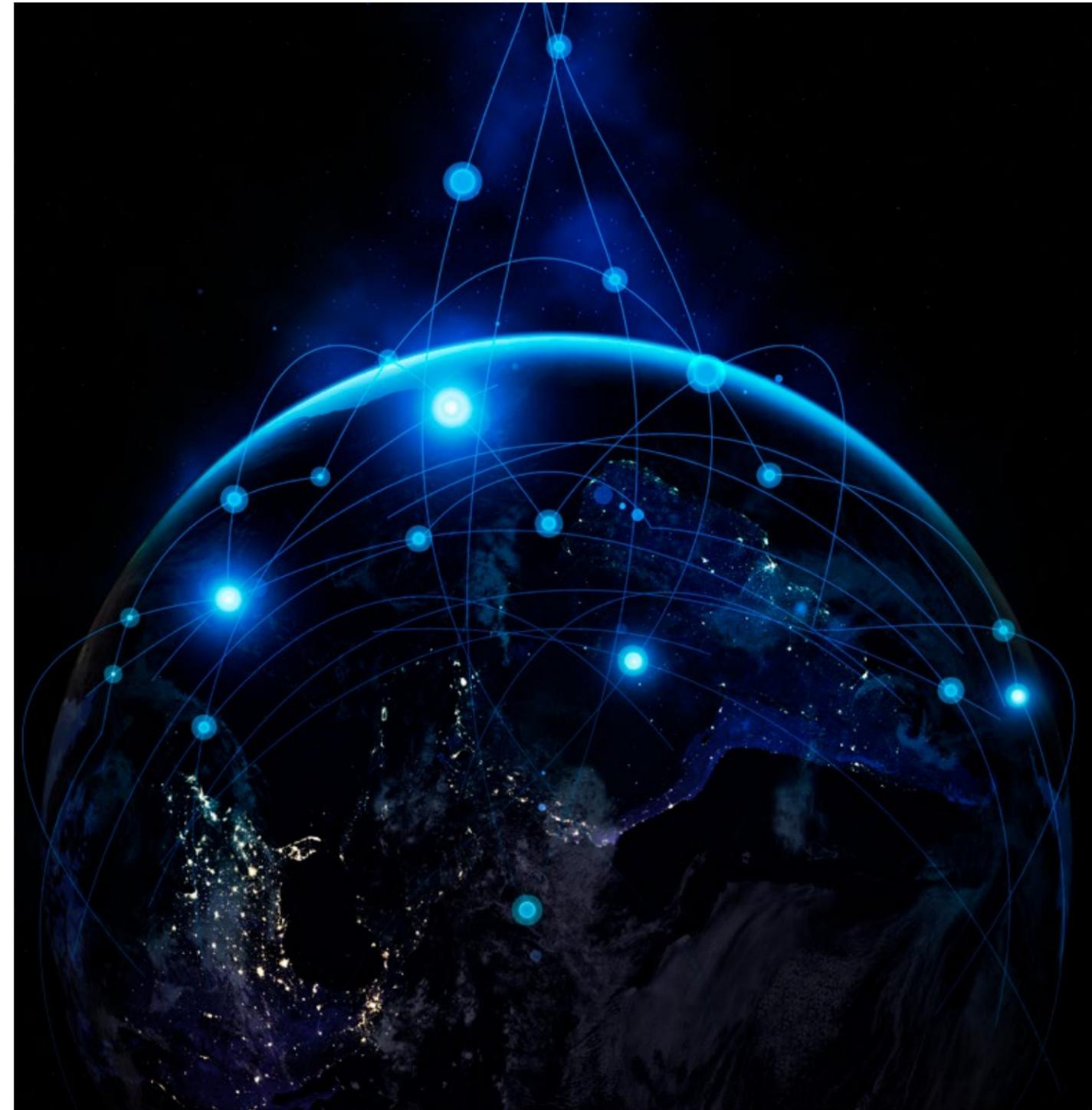


TIMES HIGHER EDUCATION
STUDENT EXPERIENCE
SURVEY 2017-2018
1ST PLACE

General enquiries

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Strategic Communication MA

In a fast changing and inter-connected world, being able to communicate effectively with a range of audiences is important for governments, corporations, and non-governmental organisations. This new and exciting programme provides students with an in-depth understanding of the uses of communication by a range of organisations, from global corporations to local activist groups, with a particular focus on the ways in which people, products, places and experiences are branded and marketed.

The Centre for Research in Communication and Culture (CRCC) brings together Loughborough University's world leading researchers in media, communication and culture.

In the 2014 Research Excellence Framework, our research in this area was ranked second in the UK. We are established world leaders, ranked in the World Top 50 for Communication for the last seven years (QS World University Rankings 2013-19) and 5th in the world and 2nd in the UK in Communication and Media Studies for our influence on scholarly research and debate, measured by research citations (QS World University Rankings 2019).

The Course

The MA Strategic Communication is designed to provide you with an in-depth understanding of the uses, and abuses, of communication by a range of government, corporate and third sector organisations. As part of the course, you will be asked to think critically about some of the following questions:

How do companies position themselves in an increasingly competitive marketplace? How do they manage crises and respond to challenges?

How are governments, local, regional and national, promoting their policies to stakeholders across the globe? What is the role of high-profile media events in this process?

Are social media platforms turning us all into brands? Should we be worried about the rise of branding culture? Are digital technologies empowering and who do they benefit?

Throughout the programme, there will be a particular focus on how different organisations develop and realise key strategies in the communication of not only products and ideas, but also places and experiences. Of particular interest will be changes in these communication practices as a result of both digitalisation and globalisation - there will be opportunities to engage with theoretical approaches as well as practical examples and case studies from around the world. You will examine both historical and contemporary campaigns, events and media platforms looking at the work of different stakeholders and how they have used various strategies and technologies to communicate key messages.

Compulsory modules

- Introduction to Strategic Communication
- Key Debates in Strategic Communication
- Researching Communication: Media Users and Cultural Institutions
- Researching Communication: Texts and Digital Platforms
- Dissertation in Strategic Communication

Optional modules

- Political Psychology
- Digital Economies
- Global Communication
- Media and Cultural Industries: Political Economy and Public Policy
- Digital Cultures
- The Politics of Representation
- Media and Cultural Work

Assessment

Coursework for each module plus a dissertation of 12,000 words.

Careers and further study

Taught by world-leading scholars from across the Social Sciences, the Strategic Communication MA will provide an excellent platform for those looking to build a career in the following areas: advertising, marketing, public relations, advocacy, campaign management, place branding and market research.

Alongside the Loughborough Doctoral College training programme, the modules on the MA also form the perfect foundation for research training during the first year of a PhD in this field funded by a School of Social Sciences Doctoral Studentship or an ESRC +3 Studentship.



Entry requirements

An honours degree (2:1 or above) or equivalent overseas qualification in the social sciences or humanities. Applicants with appropriate professional expertise will also be considered.

IELTS: 6.5 with a minimum score of 6.5 in all elements.

Funding opportunities

There are a wide range of scholarships available to international students wishing to study postgraduate courses at Loughborough. For full details, see: www.lboro.ac.uk/study/finance/international

