



Master of Public Relations and Advertising

Program Structure

1.5 Year Program (72 UOC)

1. Core Courses (24 UOC)
2. Advanced Disciplinary Course/s (18-24 UOC)
3. Elective Course (24-30 UOC)

1 Year Program

1. Advanced Disciplinary Course/s (18-24 UOC)
2. Elective Course (24-30 UOC)

Core Courses

UOC

Complete four courses from the following list.

Understanding Contemporary Media	6
Writing for Media	6
Media and Public Relations	6
Feature Writing	6
Advertising and Creativity	6
Corporate and Interpersonal Communication	6
Public Relations Strategy	6
Advertising Strategy	6

Advanced Disciplinary Courses

UOC

Critical Perspectives on Public Relations and Advertising	6
AND your choice of path:	

Research Path

Research Methods: Theory and Practice	6
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Program Code

1035

Entry Requirements:

1.5 Year Program

Bachelor degree (or equivalent qualification) in a relevant discipline OR

Bachelor degree (or equivalent) in any discipline + one year relevant professional experience OR

Honours degree or Graduate Diploma (or equivalent) in any discipline

1 Year Program

Honours degree or Graduate Diploma (or equivalent) in a relevant discipline OR

Bachelor degree (or equivalent) in a relevant discipline + one year relevant professional experience.

Program Duration:

1 to 1.5 years

Faculty

Practice Path

Brand Management 12

Electives

Complete between 24 to 30 UOC of the elective courses depending on your advanced Disciplinary Course Selection. Electives include:

Public Relations and Advertising Core Courses can be studied as electives

Law and the Culture Industries 6

Censorship, Contempt and the Media 6

Events Management and Marketing 6

Sports, Media and Culture 6

Media Ethics and Law 6

Promotional Games 6

Insight, Processes and Communication 6

Writing for Digital Media 6

Entry

January, May & September

Awarding Body:

- UK University
- Asian University

Please contact IIBM for further details on info@iibm.lk