



DEPARTMENT OF PUBLIC RELATIONS & MEDIA WAALM© - School of Cultural Diplomacy

The Departmental Prospectus

Department of PR & Media will equip learners with skills, knowledge and strategies needed for an effective PR Executive as well as those who are interested in Media Journalism and Cultural Event Management .

Subjects / Modules Delivered from This Department:

- Public Relations Management:

It not only provides Management training but also provides Techniques and strategies to use all forms of media and communication to build, maintain and manage the reputation of organisations ranging from public bodies or services to businesses and voluntary organisations.



- Crisis Management:

It focuses on strategies and techniques required to manage crisis and It equips learners with managerial and decision making skills. It also explores the past and current world crisis and how they are handled.



- Cultural Public Service Announcements & Productions:

It explores the methods of PSAs and provides conceptual understanding on PSA Productions.

- Journalism and Culture:

It provides students with an overview on the role of Journalism on Culture and Cultural Diplomacy. It also furnishes learners with fundamental instructions on Journalism.

- Multicultural Event Management:

It provides Management training for conducting Cultural Events at international level. It explores the most important issues on managing multicultural events and provides a comprehensive insight on how a world-class event needs to be organised.



Qualifications:

Each subject can be taken as a single module or group of study modules / subjects.

- **Certificate:** It will be conferred to those who successfully complete a single module.
- **Advanced Certificate:** It will be conferred to those who in addition to completion of a module, they carry out a research and a short dissertation (5500 words) on an approved related topic.
- **Diploma:** It will be conferred to those who successfully complete at least four modules and a final dissertation on an approved topic (8000 words).
- **Research Based Diploma:** It will be conferred to those who could successfully carry out an extensive research and dissertation (17,000 words) on an approved topic by this department.

All the research studies will be supervised by an appointed supervisor.

Method and Requirements:

All the modules will be delivered through distance learning online. No class-room participation is required. Our school Professors, Research Supervisors and / or Advisors will be available via email to address students questions and provide them with guidance and assignments on one to one basis.

Students are required to have a valid email address and access to Internet. They are also recommended to have webcam facilities.

Students are recommended to allocate at least 4 to 6 hours study time per week. Students can register at any time; however, they are required to complete their course *not later than* the following given timelines:

- Single Module at Certificate level within 3 months.
- Single Module at Adv. Certificate level within 6 months.
- Group of study modules (at least four selective modules) at Diploma level within 15 months.
- Research Based Diploma within 12 months.

Assessment:

It will be conducted throughout the programme via short essay writing and / or through oral tests, where video conferencing is available.

Results:

Students are required to achieve at least 60% of the total available mark.

60 - 84% = Pass

85 -100% = Pass with Distinction

Students who fail the assessment of a module may take the second attempt for a charge of £25. Those who fail the second attempt are encouraged to repeat the course.

Study Materials:

- School approved free full text Google books related to the subject(s);
- Study articles and papers by the department's academia;
- Research references will be provided.

Note:

Students may be required to purchase additional materials directly from the provider / bookshops. Students are advised to allocate approximately £150 - £200 for this purpose. Once students have selected their module and level of study, they are advised to contact Admissions for further information on this prior registration.

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