FREQUENTLY ASKED QUESTIONS

How many students can enrol on the Programme?
15-20 students are accepted onto the Programme each year.

What is the typical student profile?
Students electing to study Public Relations at postgraduate level come from a range of academic and professional backgrounds. Some students have recently completed undergraduate degrees in a wide range of disciplines and are looking to move into Public Relations, social media consultancy and the professional communications sector. Others are looking to enhance career prospects by developing real communications expertise.

How are students assessed?
Students are primarily evaluated through a variety of continuous assessment methods focusing on live briefs and industry-specific projects. There is a large emphasis on assessment through presentation and using a variety of online resources such as blogs, podcasts, etc.

What does HETAC Level 9 mean?
This is the level at which CIT and HETAC (Higher Education and Training Awards Council see www.hetac.ie for further info) have positioned the course. Level 9 is Masters Degree level. Typically, (although there are exceptions), students applying for the course would be expected to hold a Level 8 (or equivalent) to gain entry to the course.

What are the Entry Requirements?
The course is open to holders of HETAC Level 8 (or equivalent) qualifications. Applicants may also be in subject related employment and wishing to upskill with a view to job diversification or promotion and may not be Level 8 holders.

With this in mind the Department of Media Communications has devised an assessment procedure that allows non-standard interested parties to apply for entry to this MA programme. For more information please contact the Course Coordinator.

Where is the course based?
The course is based at the CIT Bishopstown campus.

Is the course accredited?
The Master of Arts in Public Relations with New Media is accredited by the Public Relations Institute of Ireland (PRII).

MA IN PUBLIC RELATIONS WITH NEW MEDIA

Public Relations is the management of all relationships and communication within an organisation and between an organisation and its outside audiences. To this end the public relations function pays particular attention to reputation with a view to creating better understanding of the organisation among all publics and audiences.

The Public Relations industry has played a leading role in the adoption of online communications for professional and promotional communications. The phenomenon of social media and other digital communications has important implications for how individuals and organisations communicate and this MA programme focuses on the changing nature of communications carried out by organisations as a result of the rapid advances in digital technologies. Students enrolling on the course can expect to engage with a wide range of new media technologies as applied and practiced by PR professionals in a wide range of professional communications settings.

ENQUIRIES TO
Emmett Coffey (Programme Coordinator)
Department of Media Communications,
CIT Crawford College of Art & Design
T: +353 (0)21 432 6118
E: emmett.coffey@cit.ie
www.cit.ie/course/CRBPRNM9
THE MA IN PUBLIC RELATIONS WITH NEW MEDIA AT CIT

The public relations industry and the associated social and digital media sectors continue to grow and develop both in Ireland and internationally. By developing student's research, planning, managerial and multimedia skills this MA programme aims to produce graduates who can display leadership and show the capacity for innovation within this dynamic and fast-evolving industry.

Course content focuses strongly on PR tools and techniques, particularly within the growing new media environment, and on the increasing globalisation and convergence of the media industries. Furthermore, the course aims to equip graduates with the knowledge, skills, and competencies required to effectively function as a public relations professional in an era of interactive digital communications.

Graduates of the programme work in many different organisations within the wider communications and social media sector.

COURSE INFORMATION

The course is delivered full-time over one academic year which is divided into 2 taught semesters:

Semester 1 (September - January) and Semester 2 (February - May). The MA thesis is research-led and is the focus of Semester 3. The course is delivered through a combination of lectures, tutorials, workshops, and guest presentations from industry professionals.

Lecturers on the course come from a range of backgrounds including public relations, print and broadcast journalism, marketing, digital and interactive media.

COURSE MODULES

- Public Relations Theory & Application
- Public Relations Campaigns
- Multimedia and Multimedia Production
- Media Writing and Online Writing
- PR & New Media and Cybercultures
- Digital Marketing
- Business Ethics & Social Responsibility
- Research Methods
- Event Management
- Media Law
- Strategic Management and the Business Environment
- Master Project

“The digital and social media revolution with its emphasis on transparency, authenticity, credibility and dialogue – all traditional PR strengths – presents an unprecedented opportunity for public relations to take market share from other communications disciplines and to play a leading strategic role in corporate reputation and brand-building.”

“Public Relations is a global success story. A dynamic and powerful industry, growing around the world, increasing its relevance and importance as it does.”

World PR Report – International Communications Consultancy Organisation (ICCO) 2013

GRADUATE PROFILE

CIAN O’REGAN
Community Manager, H&A Marketing + PR

Doing the MA in Public Relations with New Media gives you the opportunity to learn in three different areas, which is critical for your future success. You learn from lecturers with a vast array of industry and academic experience, you learn how to tackle projects as both an individual and as a team player, and most importantly for me, you discover what subjects you are passionate about.

During the year I was exposed to fascinating theoretical and practical aspects of public relations and new media, which has steered me towards the career I’m in today. I am now working as a Community Manager and I have won a Public Relations Consultants Association award for Best Integrated Campaign, have been nominated for seven Social Media Awards and an Irish Web Award, all of which was thanks to the expertise I gained from the MA at CIT.

I consider the MA to be one of the best decisions I ever made in my life and the support I received throughout the course was second to none.

GRADUATE PROFILE

GILLIAN LYONS
Account Executive, Simply Zesty

After finishing my Business Degree, I wanted to continue my studies in the Digital Marketing sector. The MA in Public Relations with New Media caught my attention as I felt it contained a good mix of PR, digital marketing as well as content writing - something not many courses offer despite the massive growth in the digital sector.

The course was interesting as well as fun, but more importantly it provided me with vital skills and knowledge to kick start my career in Digital Marketing. I have worked on exciting projects including social campaigns, e-learning courses, animations, and overseeing new website builds for well-known clients such as Club Orange, Fáilte Ireland, and the GAA. The lecturers were fantastic and I could not recommend the MA in PR with New Media course highly enough!

GRADUATE PROFILE

LYNN FERRARI
Digital Marketing & Social Media Executive, Bewleys Ltd

I found CIT’s MA in Public Relations and New Media to be a milestone in my professional and personal life. Coming from a degree in Graphic Design I felt a natural gravitation towards Public Relations.

I was given the opportunity to attend various workshops, seminars, and other industry related activities that gave me a real insight into the PR industry. By the time I had finished I had developed a list of professional contacts that have stood to me ever since. The New Media addition to this course is what gave me the edge I needed to succeed in obtaining my current employment. The support I received from the tutors during my time at CIT still continues today. I could not have asked for a more insightful and enjoyable learning experience.