

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.