

Duration: 12 months full-time or 24 months part-time (MLitt); 9 months full-time or 21 months part-time (Postgraduate Diploma).

Content: Candidates must undertake the following curriculum

FULL TIME ROUTE

Stage 1

BU5039 Marketing Management (15 credit points)
LN5019 Communication Theory and Analysis (30 credit points)
BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)

Stage 2

LN5510 Intercultural Communication (15 credit points)
LN5518 Institutional Discourse (30 credit points)

Plus 15 credit points from the following courses:

LN5526 English for Academic Purposes (15 credit points)
BU5573 Marketing Communications (15 credit points)

Stage 3

LN5905 Dissertation in Professional Communication (60 credit points)

PART TIME ROUTE

This route will run over two years. Students can take up to 120 credit points in a single year. LN5905 must be taken in Year 2. The following courses are compulsory and can be taken in either Year 1 or Year 2:

BU5039 Marketing Management (15 credit points)
LN5019 Communication Theory and Analysis (30 credit points)
LN5510 Intercultural Communication (15 credit points)
LN5518 Institutional Discourse (30 credit points)
BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)

Plus 15 credit points from the following courses:

LN5526 English for Academic Purposes (15 credit points)
BU5573 Marketing Communications (15 credit points)

Assessment: By a combination of coursework, written and oral examinations where appropriate for each course. The degree of MLitt will not be awarded to a candidate who fails to achieve a CGS Grade of D3 or above in the dissertation, irrespective of their performance in other courses.