

**PROFESSIONAL COMMUNICATION (SEPTEMBER START) (MSc/PgDip/PgCert)  
57Q191B1/61Q191VX/62Q191VZ**

**THIS PROGRAMME HAS NOW BEEN WITHDRAWN  
LAST ENTRY WAS SEPTEMBER 2021**

*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

PD5006 Getting Started at the University of Aberdeen (0 credit points)  
PD50C2 Critical Skills: Reading and Engagement (0 credit points)  
PD55C1 Critical Skills: Research and Dissemination (0 credit points)  
BU5039 Marketing Management (15 credit points)  
LN5019 Communication Theory and Analysis (30 credit points)  
BU5072 Negotiation and Cross-Cultural Management (15 credit points)

Stage 2

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

PD5006 Getting Started at the University of Aberdeen (0 credit points) (Must be taken Year 1)  
PD50C2 Critical Skills: Reading and Engagement (0 credit points) (Must be taken Year 1)  
PD55C1 Critical Skills: Research and Dissemination (0 credit points) (Must be taken Year 1)

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)  
BU5072 Negotiation and Cross-Cultural Management (15 credit points)  
BU5573 Marketing Communications (15 credit points)  
LN5905 Dissertation in Professional Communication (60 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.