

DESCRIPTION OF DEGREE PROGRAMME (admission year: 2022-2023)

1.

Title of the degree programme	National Code
Public Relations Management Master's Degree Programme (in English)	6211LX084

2.

Official name of the awarding institution(s)	Language of instruction
Mykolas Romeris University	Lithuanian

3.

Kind of study	Cycle of studies	Level of qualification
University studies	II cycle	VII level

4.

Mode of study and length of programme in years	Length of the degree programme in ECTS credits	Student's workload	Contact work hours	Independent work hours
Full-time study 1,5 years	90	2430	468	1962

5.

Group of Study Fields	Field of the programme
Business and Public Administration	Management

6.

Degree and/or qualification awarded
Master of Business Management

7.

Programme Director	Contact information
Assoc. Prof. Dr. Gintarė Žemaitaitienė	giparaz@mruni.eu

8.

Accreditation organization	Period of reference
Centre for Quality Assessment in Higher Education	2022.12.31

9.

Purpose of the programme
To prepare masters of management in the field of public relations for professional work in modern business, public and non-governmental organizations. This program builds creativity and innovation skills useful for the knowledge society members, while increasing the capability of individuals to consolidate cooperation, logic-based information and communication strategies together. By aligning several study fields, the main goal is to develop information management, efficient communication and public relations, corporate management and marketing competencies.

10.

Profile of the programme		
Study content: discipline(s)/subject area(s)	Orientation of the programme	Distinctive features
<p>The volume of the program is 90 ECTS credits, of which 30 are devoted for the Master thesis. The Master's thesis can be prepared from the management or management and communication fields. Another 60 ECTS credits are granted on a mandatory and alternative subjects. One compulsory subject (6 ECTS) is dedicated for science skills to develop general competencies in social sciences and research by introducing to planning and implementation of the research and practically adopted while preparing interim reports (Research Methodology and Master Thesis I & Master Thesis II). Three compulsory disciplines (18 ECTS) dedicated to develop business and management competencies in digital and innovation contexts (Design Thinking, Creative Management and Leadership, Omni Channel Marketing and Communication). Four disciplines (24 ECTS) is from the field of communication and public relations, but integrates management science topics and the context of digitalization (Communication Theories for Contemporary Society, Public Relations History and Theory, Public Relations Practice and Strategic Management, Digital Public Relations). During the elective disciplines in the third semester, the student can choose whether to deepen his/her general knowledge of the social sciences - management and law (Intellectual Property), or to strengthen their managerial, conflict management skills (Conflict Management), or to deepen their knowledge of management and communication with stakeholders (Corporate Communication and Relations with Stakeholder Groups).</p>	<p>The program is rather applied than theoretical nature and focused on the practices in order to prepare the managers of communication units and public relations agencies for effective work in both private, public or NGO sectors' organisations in Lithuania and the European Union.</p>	<p>Study program creates conditions for students to acquire interdisciplinary knowledge, skills, and attitudes, which is visible from the general and specific competences (both management and communication field - interpersonal skills, ethical commitment and social responsibility, decision making, research skills, ability to organize and plan, public information management and evaluation skills, ability to manage the image of the organization, ability to develop business strategies using marketing methods, ability to lead, ability to systematize and analyze information). The results of the program can be mechanically separated as a field of management or a field of communication, but in the study programme they are related and the programme objectives are achieved through systematic implementation. In 2016 experts engaged in international accreditation of the program emphasized a well-balanced content of the program as well as highly qualified academic staff working with the students of this programme.</p>
Qualification requirements and regulations		
<p>According to the Description of the Lithuanian Qualifications Framework, level VII qualifications are acquired through graduate university (II cycle) studies.</p>		

The qualification provides for complex activities consisting of different interrelated tasks which may cover several related areas of professional activities. That is the reason why the performance requires expert evaluation of the most recent knowledge in the close and more distanced areas of activities; discovery of new facts in applied research of the professional activity area, creative theoretical knowledge and application of the results of scientific research. The activities are performed independently, by way of setting prerogatives of an activity area, making independent decisions, which are oriented towards improvement and perfection of the activities. The activities imply managing the activities of other employees, thus qualifications of this level include abilities to independently carry out applied research, to provide consultations in an area of activities, to coordinate projects related to the upgrading of other individuals' qualifications and implementation of innovations, to analyse and present activity results. As the technological, management and organizational progress is witnessed in all areas of activities, the activities and their environment are subject to constant change, the changes are difficult to anticipate, the activities consist of volatile combinations of tasks. The activity change requires the ability to make innovative decisions based on research results, to assess alternative solutions and possible social and ethic consequences of the activities.

11.

Admission requirements	Specific arrangements for recognition of prior learning	Specific requirements for graduation
Students who have bachelor degree are invited to study the programme. Those who haven't completed Management and Strategic Management courses are to take the exams of the subjects independently in Semester 1: Management (3 credits), Strategic Management (3 credits).	Procedure for Recognition of Academic Credits at Mykolas Romeris University " https://intranet.mruni.eu/mru_lt_dokumentai/centrai/akademiniu_reikalu_centras/teises_aktai/Studiju%20kreditu%20prip.tv._ENG%20porfolio.pdf " establishes the principles and procedure for the recognition of learning outcomes achieved by a person in other Lithuanian and foreign higher education institutions and in the non-formal and informal learning competencies, related to higher education, and the recognition of study credits at Mykolas Romeris University.	To collect 90 ECTS credits also to prepare and defend master's final work (thesis)

12.

Access to further studies
Access to the third cycle studies.

13.

Occupational profiles of graduates with examples
Graduates of the Public Relations Management program could work in the units of the communication management and public relations of different business, law, public administration, nonprofit organizations, also agencies, as public relations manager, project manager, independent consultant, also to work in the marketing, public opinion, media analysis, and other agencies developing their own businesses, providing public relations and image of the organization formation services. The program will also prepare a specialist who can continue to carry out their research work.

14.

Teaching and learning methods	Assessment methods
Traditional and interactive lectures. During the seminars: case studies, practical tasks (problem analysis and solutions), discussions, preparation of reports / research papers. Performed in both individual and group work.	Final work, exam, research work, case analysis, evaluation of individual and group work reports, self-evaluation, creative tasks, portfolio.

15.

Generic competences		Programme learning outcomes	
1.	Interpersonal (interaction) skills	1.1	The students will be able to understand people psychological reactions
		1.2	The students will be able to understand the dynamics of social conflicts and manage them
2.	Ethical commitment and social responsibility	2.1	The students will be able to apply ethical attitudes and values, understands the importance of social responsibility
		2.2	The students will be able to apply sustainability principles and make decisions based on sustainable development
3.	Decision making	3.1	The students will be able to make informed decisions
		3.2	The students will be able to understand the complexity of decision-making, process and consequences applying critical and constructive thinking.
4.	Scientific research skills	4.1	The students will be able to select, systematize and critically evaluate scientific research in the field of public relations management
		4.2	The students will be able to develop and independently conduct research in the field of public relations management
		4.3	The students will be able to present decision of public relation management field based on the results of the scientific research
Subject specific competences		Programme learning outcomes	
5.	Ability to organize and plan	5.1	The students will know, how to organize management activities, lead a team responsible for performance results
		5.2	The students will be able to create and apply public relation management knowledge based solutions
		5.3	The students will be able to create innovative public relation management projects and lead them
		5.4	The students will be able to plan and organize internal and external communication activities with the organization's employees and stakeholders

6.	Public information management skills	6.1	The students will be able to develop, manage and evaluate the organization's public information, systematically applying modern management theories for global, complex, uncertain environments
		6.2	The students will be able to design and develop public information campaigns
		6.3	The students will be able to evaluate operational efficiency by providing recommendations to employees and stakeholders of the organization
7.	Ability to maintain the organization's image	7.1	The students will be able to form and maintain the image of the organization in the internal and external environment
		7.2	The students will be able to create and maintain a communication ecosystem between the organization's employees and stakeholders
		7.3	The students will be able to create and implement external and internal organization's communication crisis management solutions
8.	Ability to develop operational strategies using marketing techniques	8.1	The students will be able to apply marketing methods for public relation management
9.	Ability to lead	9.1	The students will be able to creatively apply leadership methods / practices in professional problematic / crisis situations
		9.2	The students will be able to manage the activities of employees in global and local contexts, in diverse situations
10.	Abilities to summarize and analyze information	10.1	The students will be able to communicate effectively, fluently and persuasively, in writing and orally in at least one foreign language, discuss current issues in public relations management practice and theory
		10.2	The students will be able to select and systematize information from various sources and to analyze it, integrating the knowledge of different fields on the topic of public relations management
		10.3	The students will be able to independently develop and expand professional competence through lifelong learning

16. COURSE STRUCTURE DIAGRAM WITH CREDITS

Code	Course units	ECTS credits	Student's workload	Contact work hours	Independent work hours	Programme competences																											
						Generic competences														Subject specific competences													
						1	2	3	4	5	6	7	8	9	10																		
						Key learning outcomes																											
						1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	4.3	5.1	5.2	5.3	5.4	6.1	6.2	6.3	7.1	7.2	7.3	8.1	9.1	9.2	10.1	10.2	10.3			
1st YEAR		60	1620	400	1220																												
1 SEMESTER		30	810	200	610																												
Compulsory course units		30	810	200	610																												
	Management*	3	81	4	77										x																		
	Strategic Management*	3	81	4	77					x	x																						
	Public Relations History and Theory	6	162	50	112			x								x						x					x						
	Design Thinking	6	162	50	112			x	x	x	x				x		x			x	x												
	Creative Management and Leadership	6	162	50	112			x	x														x	x									
	Communication Theories for Contemporary Society	6	162	50	112			x	x										x									x					
	Master Thesis	6	162	0	162							x	x															x					
2 SEMESTER		30	810	200	610																												
Compulsory course units		30	810	200	610																												
	Research Methodology	6	162	50	112							x	x	x														x	x				
	Public Relations Practice and Strategic Management	6	162	50	112					x	x						x	x		x	x	x	x	x									
	Omni Channel Marketing and Communication	6	162	50	112						x						x	x							x			x					
	Master Thesis	6	162	0	162							x	x															x					
	Digital Public Relations	6	162	50	112													x	x	x	x	x		x	x				x				

