



## MBA IN PUBLIC RELATIONS & ADVERTISING

The MBA in Public Relations & Advertising will prepare you for a career in the exciting worlds of PR and Advertising.

The two disciplines are combined under one MBA and are approached from a Marketing perspective. Areas covered include principles and PR in action; media relations; public relations in central and local government; ethics and codes of professional conduct; crisis management and sponsorships; advertising planning and budgeting; media research; consumer research; sales promotion; advertising effectiveness; advertising and society; international, multinational and global advertising.

This MBA is ideal for those aspiring to positions in the open and fast-changing worlds of PR and Advertising.

### Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

### Electives

(from which you will be assigned between 5 and 7)

1. PRACTICE OF MARKETING
2. MARKETING COMMUNICATIONS
3. PUBLIC RELATIONS & ADVERTISING
4. THE PRACTICE OF PUBLIC RELATIONS
5. INFORMATION TECHNOLOGY
6. DIGITAL MARKETING
7. RELATIONSHIP MARKETING