UNIVERSITY OF LIVERPOOL

MSc

Strategic Communication

Study mode	Duration	
Full-time	12 months	Apply by: **28 August 2026**
Part-time	24 months	Starts on: **21 September 2026**

About this course

Organisations of all types operate in an increasingly complex environment marked by hyper-digitalisation, media fragmentation, ambiguous market and political conditions at global levels, and growing public scepticism. As a result, there is growing market demand for communication experts who can help organisations to (re)build trust, enhance reputation and, more in general, realise their strategic goals.

Introduction

The MSc Strategic Communication offers a cross-disciplinary education with a distinctive focus on:

1. How corporate leaders, governments, public institutions, NGOs and even celebrities make use of narrative and argument to build consensus and dialogue with stakeholders and to (re)construct their reputation and trustworthiness, especially in crisis situations.

2. The role of digital media, particularly social media, in enhancing strategic communication and informing strategic planning.

3. The contexts and practices strategic communication (e.g. financial communication and investor relations; political campaigns; crisis management; branding, policy change, takeover and mergers): how they are shaped through discourse strategies and how discourse strategies affect them.

The course combines a range of conceptual knowledge and practical skills which are crucial for successfully and critically engaging in a variety of strategic

communication activities, such as defining and effectively sharing the mission, vision and values of an organisation, responding to a crisis, launching new products and services or supporting strategic initiatives like mergers, event promotions, and campaigns for political elections, health prevention or policy change.

You will learn how to define communication issues and objectives in line with organisational goals; to analyse contexts, situations and audiences; to design spoken and written communication that are at the same time sound, persuasive and compliant with legal and ethical requirements; to exploit the potential offered by established communication technologies and new digital media to effectively engage stakeholders.

Practical projects include a variety of activities such as designing and delivering effective public speeches, building digital media campaigns and writing of digital communications for live briefs.

The programme creates many opportunities for interaction with communication experts and leaders enabling you to familiarise yourself with relevant professional contexts and learn more about current challenges in strategic communication practices. Through the final project, you will have the opportunity to develop an empirical or theoretical dissertation or to develop a research project in collaboration with an organisation.

Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

You will take one optional module.

Modules

Compulsory modules	Credits
FUNDAMENTALS OF STRATEGIC COMMUNICATION (COMM518)	30
RESEARCH METHODS FOR STRATEGIC COMMUNICATION (COMM523)	15

Optional modules	Credits
STRATEGIC COMMUNICATION IN PRACTICE: PROFESSIONAL PERSPECTIVES (COMM522)	15
SCREEN CULTURES B (COMM744)	15
BIG DATA AND SOCIETY: FOUNDATIONS, POLITICS, AND POLICY B (COMM752)	15
MEDIA AND CULTURAL CHANGE B (COMM757)	15
MEDIA AND POLITICS: THEORIES AND CASES B (COMM765)	15
INTRODUCTION TO DATA SCIENCE B (COMM767)	15
CORPUS LINGUISTICS FOR LANGUAGE RESEARCH AND TEACHING	15

Optional modules	Credits
(ENGL685)	
ANALYSING LANGUAGE: TRADITION AND TECHNIQUE (ENGL698)	15

Programme details and modules listed are illustrative only and subject to change.

Semester two

You will take two optional modules.

Modules

Compulsory modules	Credits
ARGUMENTATION AND INFLUENCING STRATEGIES IN DIGITAL MEDIA (COMM519)	30

Optional modules	Credits
BRANDING STRATEGY AND COMMUNICATION (COMM521)	15
ARTIFICIAL INTELLIGENCE AND COMMUNICATION B (COMM718)	15
DIGITAL MEDIA AUDIENCES (COMM739)	15
DATA VISUALISATION (COMM740)	15
SCREEN INDUSTRIES B (COMM746)	15
GLOBAL JOURNALISM AND POLITICS (COMM748)	15

Optional modules	Credits
BIG DATA AND SOCIETY: ALGORITHMS AND PLATFORMS B (COMM754)	15
MEDIA PRACTICES AND EVERYDAY LIFE B (COMM759)	15
VISUAL CULTURES: INSTITUTIONS, EXHIBITIONS, INTERVENTIONS (COMM761)	15
MEDIA AND POLITICS: ECONOMY AND SOCIETY B (COMM763)	15
FUNCTIONAL LINGUISTICS (ENGL696)	15
LANGUAGE AND IDENTITY (ENGL697)	15
GENRES IN CONTEMPORARY PUBLISHING (ENGL716)	15

Programme details and modules listed are illustrative only and subject to change.

Final project

Modules

Compulsory modules	Credits
DISSERTATION (COMM716)	60

Programme details and modules listed are illustrative only and subject to change.

Teaching and assessment

How you'll learn

Teaching on MSc Strategic Communication is delivered through weekly lectures, seminars or workshops. These usually take for 2-3 hours per module per week. All classes will take place on campus in person in rooms with adequate equipment. Class sizes for masters programmes in the Department of Communication and Media tend to be small, but numbers can vary depending, again, on what optional modules are selected. A typical class in MSc Strategic Communication will include between 10-20 students.

How you're assessed

You will assessed through a variety of individual and group work. This include presentations, exams, essays, case studies, and creative projects. The two 30 credit core modules have two assessment components, while all other modules have normally one single assessment component.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

Careers and employability

The MSc Strategic Communication programme will provide you with in-depth academic knowledge and practical skills which put you in a unique position to find employment in the private, public and third sectors. Past graduates from this programme have found jobs in different industries including large international firms, PR and communication agencies, and non-profit organisations. The wide array of optional modules allows you to build specialised expertise in different areas such as marketing, artificial intelligence, digital communications and the cultural industries.

Graduates wishing to continue academic studies will find a supportive and nurturing research environment that prepares them well for doctoral-level research activities. Career pathways that follow this route include employment in higher education (teaching and/or research), or teaching at secondary and further education levels.

The School of the Arts works closely with Careers and Employability at the University to ensure students are provided with opportunities to undertake training to enhance their employability skills, as well as support students seeking to find either work placements during their vacations or full-time work after graduation.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £14,100
Part-time place, per year - £7,050

International fees

Full-time place, per year - £26,600
Part-time place, per year - £13,300

Fees stated are for the 2025/26 academic year. Tuition fees for the academic year 2026/27 will be announced soon.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.
- All or part of your tuition fees can be funded by external sponsorship.
- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **Learn more about paying for your studies**.

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the additional study costs that may apply to this course.

Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered. This degree should be in a communications-related discipline, such as Media, Communication, Linguistics or Management.

We also encourage applications from graduates who have work experience in a relevant role.

You should provide a personal statement with your application. This should demonstrate your interest in the programme and a good understanding of the programme content, as well as outlining your preferred career path in the field of communications.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a majority English speaking country.

We accept a variety of international language tests and country-specific qualifications.

International applicants who do not meet the minimum required standard of English language can complete one of our Pre-Sessional English courses to achieve the

required level.

IELTS

6.5 overall, with no component below 6.0

TOEFL iBT

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110. For academic year 2025/26 only, we will also accept the production, literacy, comprehension and conversation score set: 120 overall, with no component below 105.

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

WAEC

C6 or above

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or the equivalent score in selected other English language tests, to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with no component below 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and no component below 4.5	30 weeks	On campus

Your most recent IELTS score	Pre-sessional English course length	On campus or online
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to Pre-sessional English entry requirements for IELTS 6.5 overall, with no component below 6.0, for further details.

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