

**SCHOOL OF THE ARTS**

**MSc Strategic Communication full-time**

**Registration**

**2023-24**

* You can only register for modules which are part of your programme and it is your responsibility to check that you have fulfilled any pre-requisite requirements.
* Module specifications can be found on the Communication & Media webpage [MA Students - School of the Arts Intranet (Students) - University of Liverpool](https://www.liverpool.ac.uk/intranet/school-of-the-arts/communication-and-media/ma-students/)
* If you have any queries, or problems with registration, please contact the SOTA Student Support Centre, 19 Abercromby Square (sscarts@liverpool.ac.uk).

| **Structure** |
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|  **Year 1** |
|  Students will register for a total of 180 credits for the year. |
|  **Year 1 Semester 1** |
|  Students will register for 45 credit of required modules in semester 1, and will choose 15 credits of optional modules. |
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| **Code** | **Module** | **Credit** | **Level** | **Type** | **Pathway(s)** |
| COMM518 | FUNDAMENTALS OF STRATEGIC COMMUNICATION 2023-24 | 30 | Level 7 | Required |  |
| COMM523 | Research Methods for Strategic Communication 2023-24 | 15 | Level 7 | Required |  |
| COMM752 | Big data and society B: foundations, politics, and policy 2023-24 | 15 | Level 7 | Optional |  |
| ULMS855 | DIGITAL MARKETING 2023-24 | 15 | Level 7 | Optional |  |
| COMM767 | Introduction to Data Science B 2023-24 | 15 | Level 7 | Optional |  |
| COMM765 | Media and Politics: Theories and Cases B 2023-24 | 15 | Level 7 | Optional |  |
| COMM744 | Screen Cultures B 2023-24 | 15 | Level 7 | Optional |  |
| COMM757 | Understanding Media Change B 2023-24 | 15 | Level 7 | Optional |  |
|  **Year 1 Semester 2** |
|  Students will register for 30 credit of required modules in semester 2, and will choose 30 credits of optional modules. |
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| **Code** | **Module** | **Credit** | **Level** | **Type** | **Pathway(s)** |
| COMM519 | ARGUMENTATION AND INFLUENCING STRATEGIES 2023-24 | 30 | Level 7 | Required |  |
| COMM718 | Artificial Intelligence and Communication B 2023-24 | 15 | Level 7 | Optional |  |
| COMM754 | Big data and society D: algorithms and platforms 2023-24 | 15 | Level 7 | Optional |  |
| COMM521 | Branding Strategy and Communication 2023-24 | 15 | Level 7 | Optional |  |
| ULMS878 | Business Ethics 2023-24 | 15 | Level 7 | Optional |  |
| COMM740 | Data Visualisation 2023-24 | 15 | Level 7 | Optional |  |
| COMM739 | Digital Media Audiences 2023-24 | 15 | Level 7 | Optional |  |
| COMM748 | Global Journalism and Politics 2023-24 | 15 | Level 7 | Optional |  |
| ULMS521 | MARKETING COMMUNICATIONS 2023-24 | 15 | Level 7 | Optional |  |
| COMM763 | Media and Politics: Economy and Society B 2023-24 | 15 | Level 7 | Optional |  |
| COMM759 | Media Practices and Everyday Life B 2023-24 | 15 | Level 7 | Optional |  |
| COMM750 | Redefining Television 2023-24 | 15 | Level 7 | Optional |  |
| COMM746 | Screen Industries B 2023-24 | 15 | Level 7 | Optional |  |
| ULMS871 | STRATEGIC ORGANISATION 2023-24 | 15 | Level 7 | Optional |  |
| COMM761 | Visual Cultures: Institutions, Exhibitions, Interventions 2023-24 | 15 | Level 7 | Optional |  |
|  **Year 1 Semester 3** |
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|  Students will be registered for the required 60 credit Dissertation module. |
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| **Code** | **Module** | **Credit** | **Level** | **Type** | **Pathway(s)** |
| COMM716 | Dissertation 2023-24 | 60 | Level 7 | Required |  |