

**SCHOOL OF THE ARTS**

**MSc Strategic Communication (Full-time)**

**Registration**

**2024-25**

* 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.
* If you have any queries, or problems with registration, please contact the SOTA Student Support Centre, 19 Abercromby Square ([sscarts@liverpool.ac.uk](mailto:sscarts@liverpool.ac.uk)).

| **Structure** | | | | | |
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| **Year 1** | | | | | |
| **Year 1 Semester 1** | | | | | |
| Students will take 45 credits 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 2024-25 | 30 | Level 7 | Required |  |
| COMM523 | Research Methods for Strategic Communication 2024-25 | 15 | Level 7 | Required |  |
| ENGL698 | Analysing Language: Tradition and Technique 2024-25 | 15 | Level 7 | Optional |  |
| COMM752 | Big Data and Society: Foundations, Politics, and Policy B 2024-25 | 15 | Level 7 | Optional |  |
| ENGL685 | Corpus Linguistics for Language Research and Teaching 2024-25 | 15 | Level 7 | Optional |  |
| ULMS855 | DIGITAL MARKETING 2024-25 | 15 | Level 7 | Optional |  |
| COMM767 | Introduction to Data Science B 2024-25 | 15 | Level 7 | Optional |  |
| COMM765 | Media and Politics: Theories and Cases B 2024-25 | 15 | Level 7 | Optional |  |
| COMM744 | Screen Cultures B 2024-25 | 15 | Level 7 | Optional |  |
| COMM757 | Understanding Media Change B 2024-25 | 15 | Level 7 | Optional |  |
| **Year 1 Semester 2** | | | | | |
| Students will take 30 credits of required modules in Semester 2 and will select 30 credits of optional modules. | | | | | |
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| **Code** | **Module** | **Credit** | **Level** | **Type** | **Pathway(s)** |
| COMM519 | Argumentation and Influencing Strategies in Digital Media 2024-25 | 30 | Level 7 | Required |  |
| COMM718 | Artificial Intelligence and Communication B 2024-25 | 15 | Level 7 | Optional |  |
| COMM754 | Big Data and Society: Algorithms and Platforms B 2024-25 | 15 | Level 7 | Optional |  |
| COMM521 | Branding Strategy and Communication 2024-25 | 15 | Level 7 | Optional |  |
| COMM740 | Data Visualisation 2024-25 | 15 | Level 7 | Optional |  |
| COMM739 | Digital Media Audiences 2024-25 | 15 | Level 7 | Optional |  |
| ENGL696 | Functional Linguistics 2024-25 | 15 | Level 7 | Optional |  |
| COMM748 | Global Journalism and Politics 2024-25 | 15 | Level 7 | Optional |  |
| ENGL697 | Language and Identity 2024-25 | 15 | Level 7 | Optional |  |
| ULMS521 | MARKETING COMMUNICATIONS 2024-25 | 15 | Level 7 | Optional |  |
| COMM763 | Media and Politics: Economy and Society B 2024-25 | 15 | Level 7 | Optional |  |
| COMM759 | Media Practices and Everyday Life B 2024-25 | 15 | Level 7 | Optional |  |
| COMM750 | Redefining Television 2024-25 | 15 | Level 7 | Optional |  |
| COMM746 | Screen Industries B 2024-25 | 15 | Level 7 | Optional |  |
| ULMS871 | STRATEGIC ORGANISATION 2024-25 | 15 | Level 7 | Optional |  |
| COMM761 | Visual Cultures: Institutions, Exhibitions, Interventions 2024-25 | 15 | Level 7 | Optional |  |
| **Year 1 Semester 3** | | | | | |
| Students will take the 60 credit Dissertation module over the Summer. | | | | | |
| **Code** | **Module** | **Credit** | **Level** | **Type** | **Pathway(s)** |
| COMM716 | Dissertation 2024-25 | 60 | Level 7 | Required |  |