



Information Sheet: Master's Program in International Public Relations

Description of the Field of Study

The Department of Communication Studies and Media Research (IfKW) plans to introduce a master's program in international public relations to begin in the winter semester 2013/2014. The establishment of the program is conditional upon the required resolutions of the University Board, as well as the approval of the Bavarian State Ministry for Science, Research and Art.

The program prepares students specifically for occupation in the professional field of PR, which is characterized by complex interests, high external and internal expectations for success, together with insufficiently questioned assumptions regarding the effects of PR professionals' communication. The content of the program includes the targeted application of social-scientific research strategies to problems typical of everyday work in PR, as well as the contemplation of existing approaches and accepted effects models in the communications and PR sector. The particularities of strategic communication in an international setting will be discussed, as will the transferability of theoretical and practical PR knowledge beyond national and cultural contexts.

Content and Features of the Program:

- The program is characterized by strong linking of theory to practice, internationalization, and a social-scientific research orientation.
- Deepening of theoretical knowledge from media and communication effects research, audience research, organizational research, and media sociology.
- Related subject areas (intercultural communication, journalism, law, economics, ethics) are incorporated; in this way, the program encourages interdisciplinary, problem-oriented thinking in the application and contemplation of existing knowledge in communication science.
- At the same time, the program also integrates questions of "gender mainstreaming", which is of central importance in the above-averagely feminized professional field of PR, as a crosscutting topic.

Professional Fields

PR professions with higher qualification requirements (PR consultants in PR agencies as well as press speaker positions at companies, non-profit organizations and agencies; PR and communications experts in conventional corporate consulting; consultants and editors in corporate publishing; consulting and project management in sponsoring, fundraising and event management; experts in PR evaluation, monitoring, and controlling), young researchers in PR research and teaching programs at universities, as well as further media professions, such as project management in market and opinion research.

Program Structure / Modules

The program is two years in duration and begins in the winter semester. The individual semesters are structured as follows (for an overview, see table below):



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In the first semester, students attend two compulsory modules (“International Strategic Communication” [9 ECTS] and “Contexts of Application and Effects in PR” [6 ECTS]), each consisting of two courses as well as an elective module. The elective module is chosen from one of the following four focal points: 1. PR in Political, Economic, and Non-Profit Organizations; 2. Public Relations and Persuasive Communication; 3. Journalism Research; 4. Media Effects and Media Use. The elective module consists of an advanced seminar (9 ECTS) and a research seminar (6 ECTS).

In the second semester, students attend two more compulsory modules (consisting each of one advanced seminar for 6 ECTS and one seminar for 3 ECTS). The compulsory module “International PR in Practice” deals with strategic and target group-oriented communication. The content of the second compulsory module (“PR Effects and Success Research & Internationally Comparative PR Research”) consists of theories, models, methods, and objects of PR effects and success research and internationally comparative PR research. Within the scope of the master’s project, beginning in the summer and lasting two semesters, concrete, PR-specific research will be conducted in all stages. The master’s project also serves to test and develop practical methods of project planning and management.

In the following third semester, students proceed with their master’s project (daylong appointments; data collection and analysis, final report). The master’s project is closely linked with a (minimum) 6-month-long compulsory work experience period in a PR department or PR agency, which also fulfills the requirements of a research internship (real PR, or problems of real PR as an object of empirical research).

In the last semester, students write their final papers (21 ECTS). The scope of the paper is 100 pages maximum, for which four months’ time is given. In the course of this project, scientific research questions are developed and treated in a theoretically and methodically sound manner to gain detailed knowledge. The research question can be developed from the context of the seminar or the master’s project, from another research interest, or from the internship. In the accompanying colloquium (3 ECTS), the master’s papers are presented and theoretical and methodical issues discussed with fellow students, with the aim of helping students to place their projects in a larger context and to understand others’ research problems through the presentation of their own research problems. In addition, students attend one final compulsory module, which, in two courses for 3 ECTS each, links theoretical and practical aspects of public relations.



Aptitude Test

Applications for the M.A. of International Public Relations must be submitted to the *IfKW* by the 15th of May. Applicants are required to have a university degree qualifying for professional employment in the fields of communication science/media studies, journalism, or public relations. Other related fields of study such as social sciences, psychology, or management, are also pertinent insofar as they contain course work in communication science totaling at least 60 ECTS.

Application Documents:

- Online-application
- Personal data sheet (CV)
- Transcript of records showing a performance level of at least 150 ECTS points with a minimum average grade of 2.60 (of which 48 ECTS in communication science¹, 15 ECTS in the field of public relations² and 21 ECTS in social-scientific research methods³)
- Copy of degree certificate (can be submitted by the beginning of the winter semester) of
- Certificate of German language knowledge, minimum level C2 (unless the language of instruction of the applicant's degree program was German)
- Certificate of English language knowledge, minimum level C1 (unless the language of instruction of the applicant's degree program was English)
- (Certificates/Confirmations of professional experience in journalism/PR)

The application form, as well as further information concerning the required documents, is available here (German language only):

https://www.ifkw.uni-muenchen.de/studium/master_pr/zugang/index.html

Test

After the written applications are reviewed to assess the relevance of the previous field of study, as well as the fulfillment of the criteria regarding grades, applicants will be invited to a test. The 90-minute test generally takes place between the 01.06. and 31.07. and consists of questions on three topics:

- Substantial knowledge of key communication theories
- Specialist knowledge of the field of public relations (e.g. principles of theory and practice of PR; Practice and theory of persuasive communication, campaign design; ethics of PR, PR as profession/socio-professional knowledge; principles of PR consulting (research) etc.)
- Skills and knowledge in the field of empirical social-scientific methods

¹ E.g. with regard to the Bachelor's program in Communication Science at LMU courses and modules such as: "Media Structures in Germany and Europe"; "Media Structures and Media Systems"; "Issues in Communication Policy/Political Communication"; "Media Economics"; "Media Effects and Media Use"; "Journalism Research"; "Communication Theory and History"; "Media Systems and Communication Policy" etc.

² E.g. for the Bachelor's program in Communication Science at LMU courses and modules such as: "Professions in the Field of Communication"; "Political Communication"; "Communication Marketing and Advertising"; "Practical Experience in the Media"; "Media Economics, Marketing and Public Relations" etc.

³ E.g. for the Bachelor's program in Communication Science at LMU modules such as: "Research Methods I" (quantitative research); "Research Methods II" (statistics, data analysis); "Research Methods III" (qualitative research).



The Test...

- Contains questions in both English and German
- Consists of multiple choice questions
- There is one point for every correct answer; an incorrect answer results in a penalty point, whereby the point value per question cannot be less than zero.
- In addition to the test, up to 15% of the total points attainable in the test can be awarded for proven practical work experience in the field of PR and/or journalism
 - For a completed internship/work placement (10 weeks minimum with the same company) in the field of journalism: 5% of the total points attainable.
 - For numerous completed internships/work placements (each 10 weeks minimum) in journalism, occupation in journalism (at least 6 months with the same company), or an internship/work placement (10 weeks minimum) in public relations: 10%
 - For numerous completed internships/work placements (each 10 weeks minimum) in public relations, occupation in public relations (at least 6 months with the same company), or an internship/work placement (10 weeks minimum) in the field of public relations with an additional internship/work placement (at least 10 weeks with the same company) or occupation (minimum 6 months with the same company) in journalism: 15%
- Proof of work experience is provided in the form of the certificates obtained, in which the duration as well as the connection of this experience to public relations and/or journalism is made clear. These certificates are to be submitted with the application.
- The certified completion of vocational training in the fields of journalism or public relations of at least one year in duration can also be acknowledged and treated as professional occupation.

Aptitude assessment:

- The test scores (1.) and the proven professional experience (2.) are evaluated by two members of the selection committee.
 - Criteria that must be fulfilled in order to be eligible for the aptitude assessment
 - No score of less than 50% of the total points attainable in any of the three parts of the test and
 - An overall score of 75% of the total points attainable in the test and through professional experience (this corresponds to 86.25% of the points attainable in the test) or
 - An overall score of 65% of the total points attainable in the test and through professional experience (this corresponds to 74.75% of the points attainable in the test), whereby the overall score is no more than 10% lower than the average overall score of other applicants, who took the test for the first time that year.
- ➔ Aptitude for the Master's Program in International Public Relations is confirmed when the evaluations of both members of the selection committee demonstrate that an applicant is eligible
- ➔ Candidates who do not show up at the specified appointment (test date) will be considered ineligible. (Reasons justifying absence must be brought to the attention of the selection committee's chairperson in written form by the beginning of the test; if the reason is accepted, the candidate will be given an alternate date).



Overview: Module Plan for Master's Program in International Public Relations*

1st Semester	30 ECTS
Two compulsory modules consisting of two components:	
International Strategic Communication	9
Theory and Practice of International Public Relations	(6)
International and Intercultural Communication	(3)
Contexts of Application and Effects in Public Relations	6
Business Planning and Project Management	(3)
Mediatization and Journalistic Practice in International Comparison	(3)
Elective chosen from the following four focal points:	
PR in Political, Economic, and Non-Profit Organizations	15
Public Relations of Organizations	(9)
Research on Public Relations of Organizations	(6)
Public Relations and Persuasive Communication	15
Persuasive Communication	(9)
Research on Persuasive Communication	(6)
Journalism Research	15
Theories and Current Aspects of Journalism	(9)
Methods of Journalism Research	(6)
Media Effects and Media Use	15
Perspectives of Media Effects and Media Use Research	(9)
Methods of Media Effects and Media Use Research	(6)
2nd Semester	30 ECTS
Two compulsory modules consisting of two seminars:	
International PR in Practice	9
Strategic and Target Group-Oriented Communication	(6)
Seminar on Strategic and Target Group-Oriented Communication	(3)
PR Effects and Success Research and Internationally Comparative PR Research	9
Theories, Models, and Objects of PR Effects and Success Research	(6)
Theories, Models, and Objects of Internationally Comparative PR Research	(3)
Master's Project (Part 1)	12
Theoretical Foundation of the Conception of a PR-specific Research	(8)
Methods Seminar: Research Design and Data Collection	(4)



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3rd Semester	30 ECTS
Master's Project (Part 2)	15
Empirical Implementation and Data Collection	(6)
Methods Seminar: Data Analysis	(9)
Internship/Work Placement	15
Compulsory Internship/Work Placement in a PR Department or PR Agency	(9)
Research Internship	(6)
4th Semester	30 ECTS
Master's Module	24
Master's Thesis	(21)
Research Colloquium	(3)
Linking Theory and Practice of Public Relations	6
Specific Aspects and Challenges of Applied PR for PR Theory and Research	(3)
Specific Aspects and Challenges of PR Theory and Research for the Practice of PR	(3)

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