



*Subject to validation on all courses

Validation by Open University

Description

At LCIBS our BSc (Hons) Business (Public Relations) is designed to provide students with the skill set and qualification to pursue a professional career in the Public Relations sector post-graduation. This skill set is developed through modules such as Public Relations and the Media, Integrated Marketing Communications, Corporate and Consumer PR, Public Relations and Public Affairs, Evaluation and Measurement in PR and Legal and Ethical Issues PR. The depth of knowledge gained evolves throughout the course developing core skills such as writing,

strategic planning and digital communications that enable a successful vocation within the PR sector. You will have opportunities for professional networking, portfolio support and become part of an international community all of which will enable you to unlock your potential. Our applicants come from a wide variety of backgrounds and cultures bringing passion and dynamic viewpoints from a range of experiences. The one attribute that all of our applicants share is a passion for communications, popular culture and connecting technologies.

BSc (Hons) Business (Public Relations)			
Duration	Price	Entry Dates	Credit Points
18 months - 3 Years (3 levels)	£6000 per level incl. £250 Enrolment Fee *Excludes external fees and textbooks	Monthly	<ul style="list-style-type: none"> • Minimum of three A- Levels at grade A-E or a minimum of 60 UCAS points • International Baccalaureate: 26 points • BTEC Level 3 (in a relevant subject) • English proficiency of IELTS 5.5 (with a minimum of 5.0 in each component) or an equivalent recognised exam.

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