



MA Corporate Communications, Marketing and Public Relations

Go to uoldigital.net/LUBS-maps to learn more about this map and how to use it effectively.

This map shows the university week numbers when your **compulsory module** assessments are due, helping you plan your time. Each **icon** represents a deadline for one piece of assessment in a module; some modules may have multiple assessments.

Always **check Minerva for exact due dates and times**, especially those due during examination period (**Ex**), and during the Christmas (**C1-4**), Easter (**E1-4**), and Summer (**S1-10**) vacations.

Semester 1 assessment

Exam period begins on 11th January and ends on 22nd January 2027.

Week number	1	2	3	4	5	6	7	8	9	10	11	C1-4	Ex
LUBS5405M													★
LUBS5408M													★
LUBS5414M													
LUBS5483M													

Semester 2 assessment

Exam period begins on 17th May and ends on 4th June 2027.

Week number	14	15	16	17	18	19	20	21	E1-4	22	23	24	25	Ex
LUBS5421M														
LUBS5441M														★
LUBS5446M														
LUBS5453M														★

Dissertation

Your dissertation (LUBS5499M) deadline is **Thursday 2nd September 2027**.

Assessment Type Key

Exam

Coursework

Presentation

Video/audio

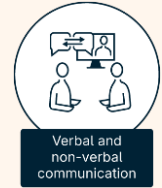
A circle around an icon indicates a group assessment



MA Corporate Communications, Marketing and Public Relations

Your skills, your degree

Actively developing your personal and professional skills is key to your success at university and in your future career. The table below shows the skills that have been embedded in your curriculum. This only shows **skills in compulsory modules** – you will develop many more through optional modules and co-curricular opportunities. Go to uoldigital.net/LUBS-skills to learn how the University supports you to assess, develop and evidence your skills.

Module	Skills (list)	Skills (icons)
LUBS5405M Marketing Communications	Thinking Strategically; Creativity; Critical Thinking; Commercial & Sector Awareness; Integrity & Ethics	 Thinking strategically  Creativity  Critical thinking  Commercial and sector awareness  Integrity and ethics
LUBS5408M Global Strategic Marketing	Commercial & Sector Awareness; Problem Solving; Opportunity Spotting; Adaptability; Thinking Strategically	 Commercial and sector awareness  Problem solving  Opportunity spotting  Adaptability  Thinking strategically
LUBS5414M Corporate Communications Strategy	Written Communication; Verbal & Non-verbal Communication; Problem Solving; Thinking Strategically; Goal Setting And Action Planning	 Written communication  Verbal and non-verbal communication  Problem solving  Thinking strategically  Goal setting and action planning
LUBS5483M The Global Marketing Professional	Developing Vision & Purpose; Developing a Professional Identity; Verbal & Non-verbal Communication; Written Communication; Negotiation	 Developing a vision and purpose  Developing a professional identity  Verbal and non-verbal communication  Written communication  Negotiation
LUBS5421M Advanced Topics in Reputation Management	Integrity & Ethics; Systems Thinking; Critical Thinking	 Integrity and ethics  Systems thinking  Critical thinking

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Module	Skills (list)	Skills (icons)
LUBS5441M Consumer Culture and Digital PR	Reflection; Critical Thinking; Problem Solving	 Reflection  Critical thinking  Problem solving
LUBS5446M Public Relations in Practice	Collaboration; Verbal & Non-verbal Communication; Thinking Strategically ; Creativity; Managing Pressure	 Collaboration  Verbal and non-verbal communication  Thinking strategically  Creativity  Managing pressure
LUBS5453M Research Methods for Marketing	Critical Thinking; Problem Solving; Integrity & Ethics; Written Communication; Analysing Information & Data	 Critical thinking  Problem solving  Integrity and ethics  Written communication  Analysing information and data
LUBS5499M Marketing Academic / Applied Dissertation	Critical Thinking; Planning & Organising; Written Communication; Reasoned Decision Making; Managing Pressure	 Critical thinking  Planning and organising  Written communication  Reasoned decision making  Managing pressure

Please note: This skills map contains the latest approved skill outcome descriptions for your core modules. Some module specifications (or catalogue entries) may display alternative wording while updates are being completed.