

# Graduate Profiles

## Gillian Lyons

Digital Manager at Gas Networks Ireland



The course contained a good mix of PR, digital marketing as well as content writing - something not many courses offer despite the massive growth in the digital sector.

The course provided me with vital skills and knowledge to kick start my career in Digital Marketing. I have worked on exciting projects including social campaigns, e-learning courses, animations, and overseeing new website builds for well-known clients such as Club Orange, Fáilte Ireland, and the GAA. The lecturers were fantastic and I could not recommend the MA in PR with New Media course highly enough!

## Karen Twomey

Digital Marketing Consultancy and Online Training at Communications Hub



Karen Twomey has a Masters in Public Relations with New Media. She worked for many years in sales and marketing, before returning to study for her masters in Cork Institute of Technology.

She is a lover of all things social media and spends many happy hours studying online communication strategies.



## Contact information

 021 432 6118

 [emmett.coffey@cit.ie](mailto:emmett.coffey@cit.ie)

**Course Co-ordinator:**  
Mr Emmett Coffey

**Head of Department:**  
Rose McGrath  
Media Communications  
Department  
Cork Institute of Technology,  
Bishopstown, Cork, Ireland.





## How to Apply

Application	CIT Online, Deadline: First week of September
Course Code	CRBPRNM9
Award Title	MA in Public Relations with New Media
Duration	1 Years (3 Semesters) Sept to August
Places	20
Location	Bishopstown Campus, The Media Communications Department

Entry requirements for this course will be in accordance with standard Institute admissions procedures. Entrants will be expected to hold minimum of a 2.2 honours degree.

Admission to the course will be on the basis of interview. Recognition of Prior Learning (RPL) will be applicable for candidates entering from the workplace or applying for admission from other institutes.

Applicants will be online. [https://www.cit.ie/course/CR\\_BPRNM\\_9](https://www.cit.ie/course/CR_BPRNM_9)

For information on the application procedure, contact Course Coordinator Emmett Coffey by E: [emmett.coffey@cit.ie](mailto:emmett.coffey@cit.ie)

Please attach and upload any documents such as transcripts, CV, other details relevant to the application.

## About the Course

This MA programme equips students with a strategic and systematic understanding of the theory and practice of public relations and offers students the opportunity to develop their professional communication skills within a challenging, yet supportive and easily accessible framework. This MA pays particular attention to the growing importance of digital and interactive media on the practice of public relations and its manifold impacts on the mass media industry.

For full course information:

<https://crawford.cit.ie/courses/public-relations-with-new-media/>

[https://www.cit.ie/course/CR\\_BPRNM\\_9](https://www.cit.ie/course/CR_BPRNM_9)

## Career Opportunities

A key focus of this programme is the emphasis on acquiring practical, work-specific skills and competencies whilst also equipping students with a comprehensive understanding of the strategic importance of public relations and professional communications to organisations across a range of sectors, including the PR consultancy sector. Throughout the programme students liaise with PR professionals in a broad range of work settings and work on 'live' industry projects.

**Professional Accreditation: Training Awards Council (HETAC) and the Public Relations Institute of Ireland (PRII).**

Students participate in the Public Relations Mentorship Programme. This programme aims to prepare students for a career in the communications industry through a series of presentations and one-to-one contacts with industry professionals. Students will prepare a career development plan, liaise with the CIT Careers Service, participate in professional networking, both on and offline and develop important career oriented skillsets aimed at enhancing employability and career prospects.

## Potential Careers include

- > Public Relations Manager/ Executive
- > Press/Media Relations Officer
- > Media Content Creator
- > Content Strategist
- > Copy Writer
- > Events Manager/Co-ordinator
- > Social Media Manager/Analyst
- > Digital Marketer
- > Public Affairs Manager/Executive
- > Brand Manager/Ambassador
- > Relationship Manager

