

## Overview

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Find further information in the course terms and conditions

## Course overview



Global organisations are realising their corporate communications and marketing functions need to work closely to communicate with stakeholders, driving demand for graduates with a specialist skillset.

This innovative course explores the drivers and dynamics of modern corporate communications and its relationship with marketing and public relations. You'll focus on stakeholder management, global strategic marketing, reputation management, media relations and social media.

Taught by academics who combine their professional experience with the latest research expertise, you'll examine key theories and concepts and gain the practical professional skills employers are looking for.

You'll benefit from our corporate connections with senior figures working in the sector who regularly visit to offer a practitioner's view during guest lectures. Many also provide case studies and practical projects.

### **Course highlights**

- This course is shaped by the Business School's [Global and Strategic Marketing Research Centre](#), one of the leading centres of research marketing in Europe.
- Learn from academics who bring their world-leading expertise to you in the classroom.
- Develop cross-cultural thinking and understand how professional marketers operate across the world, helping you stand out in the global job market.
- Learn in an inclusive international environment and graduate with a global perspective, able to collaborate with colleagues from all over the world.
- Benefit from a full and varied programme of industry-experienced guest speakers who will share current trends and insight, helping you to connect your learning to developments and challenges in the industry.

**[Find out more about studying your Masters at Leeds University Business School.](#)**

### **Accreditation**

[Leeds University Business School has triple accreditation from the three leading bodies AACSB, AMBA and EQUIS.](#)

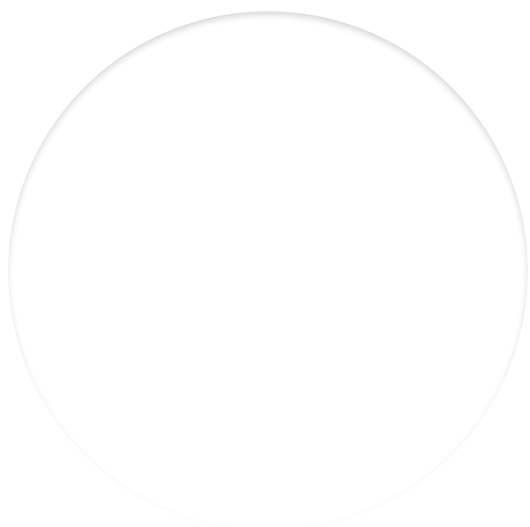
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## Student profile: Vaibhavi Ghosh



**By studying this integrated approach at Leeds, I knew I would acquire a holistic skill, enabling me to navigate the complex landscape of modern communication effectively.**

*Vaibhavi Ghosh, MSc Corporate Communications, Marketing and Public Relations*

**Find out more about Vaibhavi Ghosh's time at Leeds →**

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