

# Explore Your Possibilities

POSTGRADUATE STUDY AT RGU

Communication,  
Marketing  
and Media

 **ROBERT GORDON**  
**UNIVERSITY ABERDEEN**







# Plan your journey

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# School of Creative and Cultural Business

## Communication, Marketing and Media Courses

### WELCOME FROM THE HEAD OF SCHOOL

The School of Creative and Cultural Business is a dynamic multidisciplinary School with innovative academic staff covering a wide range of undergraduate, postgraduate and research courses in the following academic areas:

- Communication and Marketing
- Information and Librarianship
- Fashion Management
- Hospitality and Tourism Management
- Journalism and PR

Many of our courses are accredited by professional bodies including CILIP, IDM, CDA and CIPR. Our courses are developed in line with industry need, providing graduates with the in-depth knowledge and practical application skills required in today's market. Our Journalism and PR courses are ranked as 2nd in the UK by The Guardian (2017).

The School was awarded with iSchool status in 2015 and has a range of excellent facilities including the Digital Moffat Space, The Fashion Place, TV studio and Radio Station.

### Jo Royle

Head of the School of Creative and Cultural Business



Information Management at RGU is an iSchool - the world's leading group of Information Science departments.



# Your journey begins...

If you have recently graduated or are looking to retrain or develop your career – have you considered postgraduate study?

We offer a range of specialist postgraduate courses with flexible modes of study, including online or full-time to fit around your needs.

Whether you have recently graduated, want professional accreditation, are looking to retrain or develop your career – whatever your reasons for postgraduate study – we have an excellent reputation for producing high-calibre graduates with transferable skills that can enhance careers.

#### WHO IS THIS BOOKLET FOR?

This booklet is for individuals considering postgraduate study. See the full course list at [www.rgu.ac.uk/explorepg](http://www.rgu.ac.uk/explorepg)

If you are a business owner or HR manager seeking information on customised training please contact [business@rgu.ac.uk](mailto:business@rgu.ac.uk)

If you are considering a research degree, please visit the postgrad research webpage. [www.rgu.ac.uk/postgraduate-research](http://www.rgu.ac.uk/postgraduate-research)

'A top-rated university for employability'  
96.7% postgraduate employment rate  
HESA 2016





# Your journey

## Why study a postgraduate course at RGU?

### PRACTICAL AND PROFESSIONAL COURSES

Vocational courses directly informed and endorsed by those working in industry

### FLEXIBLE STUDY MODES TO SUIT YOUR BUSY LIFE

Study full-time, part-time or online, starting in September or January

### SIGNIFICANTLY IMPROVE YOUR JOB PROSPECTS

Enhance your employability and get that crucial competitive edge within a crowded job market

### ACCREDITED COURSES

The majority of our courses have accreditation by professional bodies. A sign of high quality



### EARN WHILE YOU LEARN

Our part-time and online study modes mean you can keep working during your studies

### SWITCH CAREERS

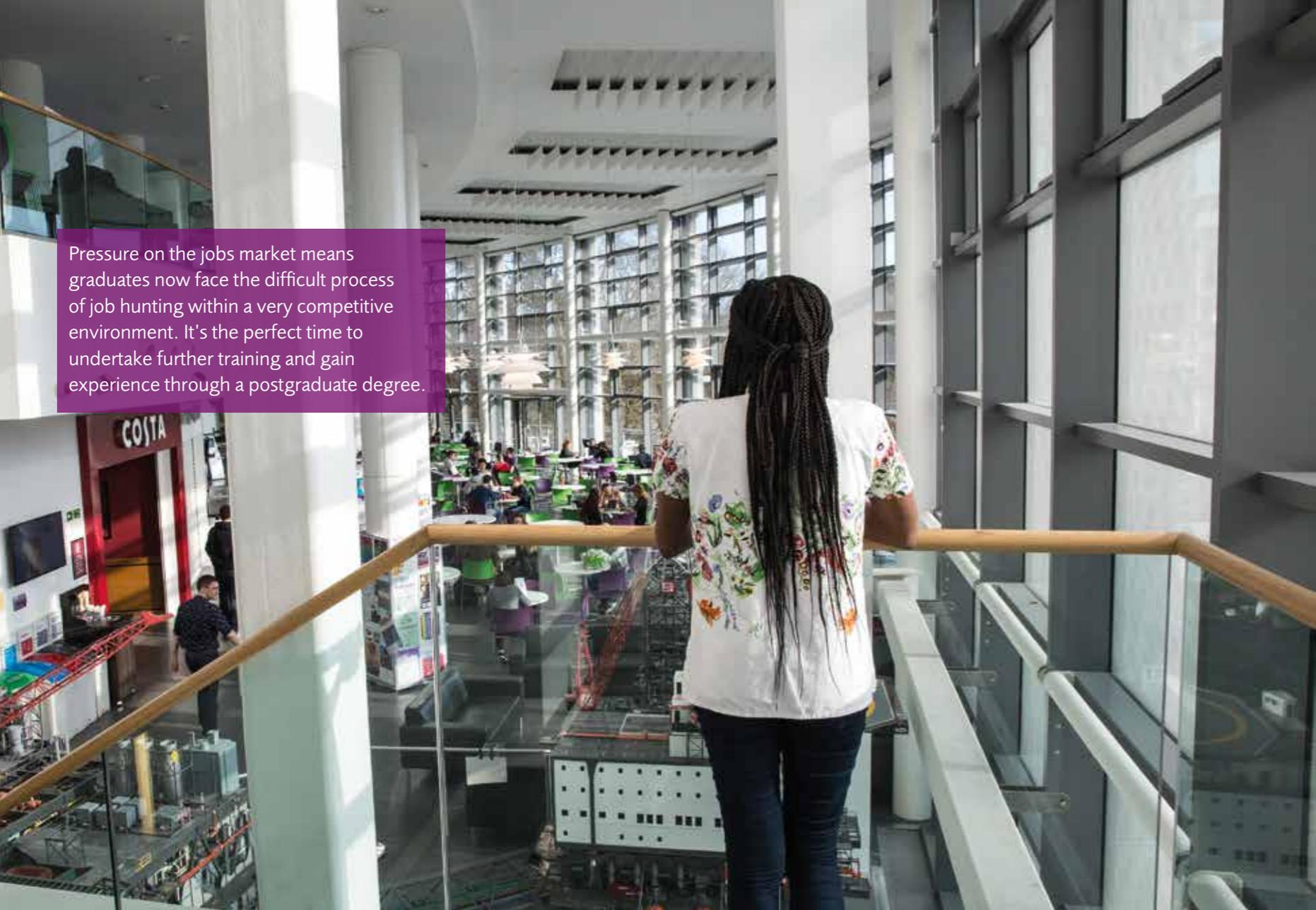
RGU's courses can open the door to a completely different sector of work, enabling you to change career direction

### ADVANCE YOUR SKILLS AND CAREER

Develop your professional skills and keep abreast of current industry trends and technologies

### 20% ALUMNI DISCOUNT

RGU graduates get a 20% discount on postgraduate course fees. Applies to both home and overseas alumni



Pressure on the jobs market means graduates now face the difficult process of job hunting within a very competitive environment. It's the perfect time to undertake further training and gain experience through a postgraduate degree.

# Explore

Enhance your career at the professional university

We are known as 'The Professional University' due to our strong emphasis on lifelong practical learning and career development.

We take the employability of our graduates seriously, and ensure they have the transferable skills to enhance and develop their careers.

## WE CREATE THE MOST EMPLOYABLE GRADUATES IN THE UK

Our strong focus on professional education means our graduates are not just ready to work, but are also equipped to make an enduring and valuable contribution to industry and the professions on a regional, national and global scale.

We believe it is our inspirational teaching and practical courses that make our graduates such desirable candidates.

## ACADEMIC EXPERTS

We're proud of our teaching staff; proud of their quality and academic achievements as well as the practical experience they have in their area. Our professors, lecturers and tutors combine first-class qualifications with time spent in business or industry. They offer insight from both worlds – the theoretical and practical – to help inspire you.

## SUCCEED IN YOUR CAREER

We produce high-calibre graduates who possess the skills that employers are looking for. The skills you will gain from a postgraduate qualification show that you're able to study in-depth and undertake critical analysis. Both are viewed as desirable skills in the eyes of recruiters and future employers.





# Join the best Scottish university for graduate prospects

Guardian University Guide 2017

We are a top-rated university for postgraduate employability, with a 96.7% employment rate

HESA 2016

# Mapping your journey

## Study modes to suit you

When considering a postgraduate course, it is important to also consider the mode of study which best suits your needs. We deliver the equivalent learning experience across all our modes of study, offering a variety of different options, allowing you to gain the qualifications you need in a way that suits you. We will consider both your existing qualifications and relevant experience to map out a study route to suit your career aspirations.

### Full-time study

This is the quickest route and requires full attendance for the duration of the programme. Allows you to gain the knowledge and skills you require within the shortest amount of time.

### Part-time study

If you are looking to continue working during your studies or have other commitments, this option allows you to incorporate studying with other responsibilities. Part-time courses run alongside the full-time programmes and split the same modules across the length of the course.

### Flexible online study

If you are unable to study on campus, we offer an online study mode via Campus Moodle, our virtual learning environment.

It is a valuable tool that provides an integrated package of resources and facilities to all of our students via the internet. You will be able to interact with fellow students and tutors through innovative technologies including podcasts, videos, chat and discussion forums. You will be taken through an induction by tutors at the beginning of each programme.

Find out more about Campus Moodle at:  
[www.rgu.ac.uk/campusmoodle](http://www.rgu.ac.uk/campusmoodle)

Online students have a strong sense of community through the use of discussion forums, chat and group working areas. Some courses also have optional periods of attendance where students are invited on campus to meet fellow students, staff, use facilities and participate in workshops.

Download our guide to online learning at:  
[www.rgu.ac.uk/better-online](http://www.rgu.ac.uk/better-online)

## QUALIFICATIONS EXPLAINED

If you don't want to commit to studying a full Masters degree, you can complete single modules and work towards the following exit awards:

### Postgraduate Certificate (PgCert)

Award granted on completion of modules that accumulate to 60 credits.

### Postgraduate Diploma (PgDip)

Award granted on completion of modules that accumulate to 120 credits. If you get a diploma you will have gained 120 of the 180 credits you need for a masters degree.

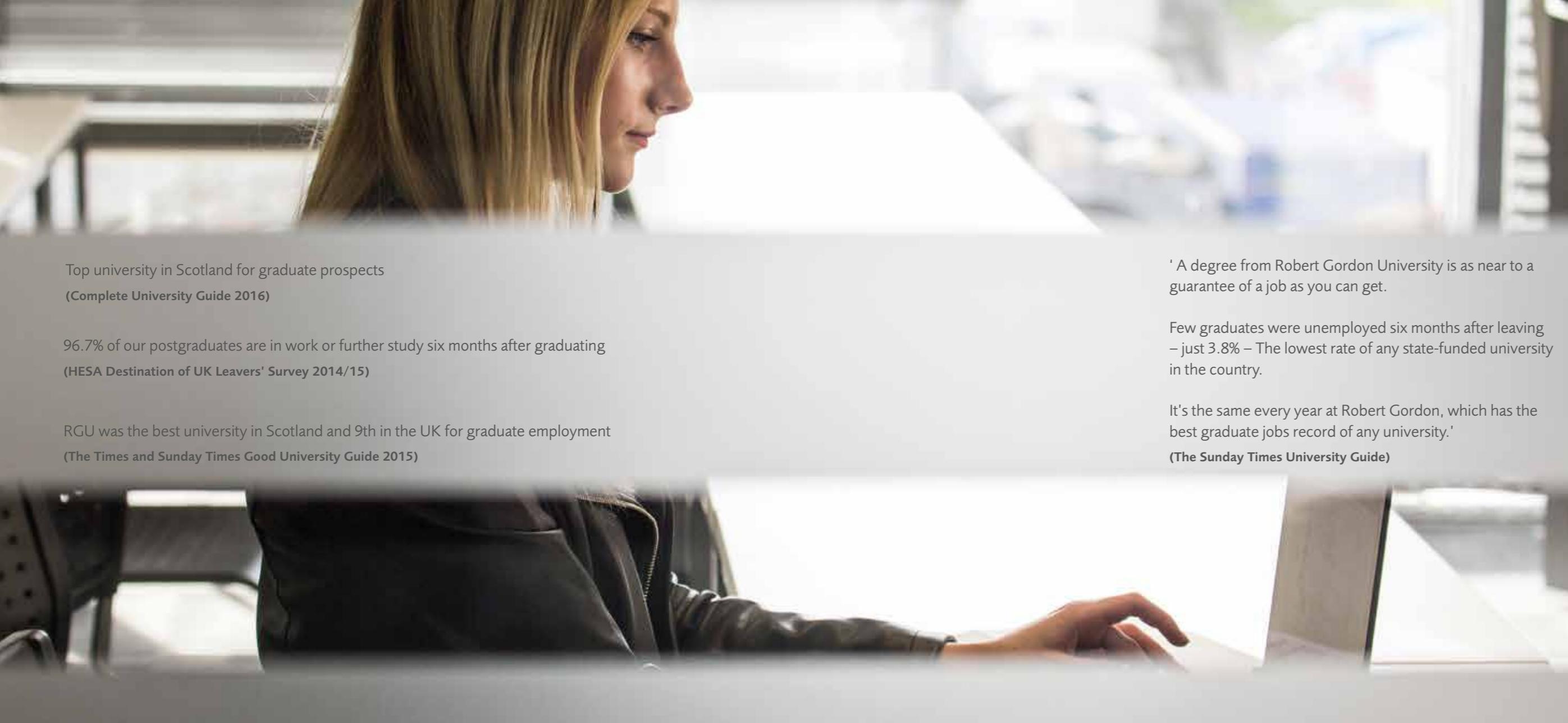
### Masters (MSc/MBA)

Award granted on completion of modules that accumulate to 180 credits and typically includes a dissertation. This will enable you to consolidate and apply the skills and knowledge gained in your earlier postgraduate study.

### Doctorate (PhD/DInfSc)

Application is normally to MSc/MRes with transfer to a PhD dependent on satisfactory progress around 12 months.





Top university in Scotland for graduate prospects  
(Complete University Guide 2016)

96.7% of our postgraduates are in work or further study six months after graduating  
(HESA Destination of UK Leavers' Survey 2014/15)

RGU was the best university in Scotland and 9th in the UK for graduate employment  
(The Times and Sunday Times Good University Guide 2015)

' A degree from Robert Gordon University is as near to a guarantee of a job as you can get.

Few graduates were unemployed six months after leaving – just 3.8% – The lowest rate of any state-funded university in the country.

It's the same every year at Robert Gordon, which has the best graduate jobs record of any university.'

(The Sunday Times University Guide)

# Your investment

## Outstanding reputation for success

### INTERNATIONAL REPUTATION

The School of Creative and Cultural Business has a strong focus on equipping students with the academic knowledge and practical skills needed to succeed in industry. The achievements and continuing success of our graduates in their careers is a true mark of the high quality and recognition given to the postgraduate and undergraduate programmes delivered at the School.

The School has established links with industry, commerce and the public sector which enables us to design practical, innovative courses which offer students an exceptional learning experience. Our reputation is built on providing employers with professional individuals who have the best technical and personal skills and fully prepares our graduates for their chosen career.

### CONSISTENTLY TOP FOR THE EMPLOYABILITY OF OUR GRADUATES

We are extremely proud of our outstanding graduate employment record and are consistently top in the UK for graduate employability.

Our success stems from an outstanding reputation for producing capable and highly qualified graduates who learn and apply the skills, knowledge and professionalism that employers want in the workplace.



# Accreditations and industry links

## ACCREDITATION

At RGU we have a strong portfolio of quality courses. The accreditation of these by the professional bodies is verification of the calibre and high quality of the courses we deliver. Please see individual course pages for full information.

## STRONG LINKS TO INDUSTRY

We work closely with employers at every stage, from course development and accreditation, to guest speakers and commercial collaborations with industry.

We are committed to successful working partnerships with partner agencies and employers across different sectors throughout the world. These partnerships ensure that all our courses are always timely and relevant.

For information about the close links that we have with leading organisations, institutions and professional bodies please visit the subject area that you are interested in.

For a full list of our accreditations and our links to industry please visit:  
[www.rgu.ac.uk/industry-links](http://www.rgu.ac.uk/industry-links)





# Our fantastic riverside campus

## BEST RIVERSIDE CAMPUS

Located in the heart of the historic Royal Deeside, the University's £120 million riverside campus is one of the most beautiful in Europe and ranks 3rd in the UK for its high-quality facilities (The Times Higher Education Student Satisfaction Survey 2016).

The riverside is home to deer, otters, heron and other wildlife. Our campus has stunning woodland walkways and parkland, connecting our modern, stylish buildings. In twenty minutes you can be in the vibrant city centre of Aberdeen, or surrounded by scenic hills and picturesque countryside.

To view our full list of facilities and find out more, visit [www.rgu.ac.uk/facilities](http://www.rgu.ac.uk/facilities)

Or come and see the campus for yourself by registering to attend one of our postgraduate events. [www.rgu.ac.uk/explorepg](http://www.rgu.ac.uk/explorepg)

Can't make it in person? Take a virtual tour at [www.rgu.ac.uk/virtualtours](http://www.rgu.ac.uk/virtualtours)

# Garthdee campus map





# An inspirational learning environment

Designed to enhance your learning experience, our modern campus houses an extensive range of cutting-edge teaching facilities and equipment including:

- TV studios
- Radio station
- DART training facility which simulates drilling on an oil platform
- Clinical Skills Centre - mock hospital wards
- Human performance laboratory
- Digital imaging X-ray suite
- Three-dimensional motion analysis system
- Bioanalytical tissue culture and microscopy facility
- Clean room suite
- Moot court
- Digital Moffat Space
- Green screen
- Modern Mac and IT labs
- World-class sporting facilities at RGU Sport with three gyms, 25m pool, sports hall and climbing wall
- Landmark library tower overlooking Aberdeen and the River Dee





# Expanding your possibilities

Lifelong learning and Continuing Professional Development

Whether you are an individual looking to further your career, or a manager responsible for the development and training of your staff, Continuing Professional Development (CPD) is fundamental to the development of any career.

## CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

Lifelong learning is considered to be an integral part of personal development, and allows you to keep abreast of innovation within your field.

We provide a range of short course modules, teaching and CPD programmes, delivered in a variety of study modes. Find out what we offer at:

[www.rgu.ac.uk/profdev](http://www.rgu.ac.uk/profdev)  
[ABSpostgrad@rgu.ac.uk](mailto:ABSpostgrad@rgu.ac.uk)

## BENEFITS FOR INDIVIDUALS

- By updating your skills, you will confidently adapt to changes in your industry sector
- You can increase your earning potential
- You will demonstrate a commitment to your profession and your career

## BENEFITS FOR EMPLOYERS

- CPD support from an employer can increase and boost staff morale
- Improves recruitment and retention of highly skilled staff
- Individuals will have the skills to react more readily to changes in the sector





POSTGRADUATES EARN MORE  
Masters graduates earn more than undergraduates over their careers.

#### PROFESSIONAL STUDIES FRAMEWORK

The Professional Studies Framework (PSF) enables students who have successfully undertaken modules and earned academic credit to use that credit to gain an academic award.

For further information, please go to:

[www.rgu.ac.uk/psf](http://www.rgu.ac.uk/psf)

#### TAILORED DEVELOPMENT FOR ORGANISATIONS

Our dedicated professional development team can provide tailored CPD opportunities to meet the needs of organisations, including bespoke education and training delivered in the workplace. We offer consultations to help plan CPD activities, online and blended learning for your business.

If you are responsible for the development of your staff and would like to know more about this service, please visit:

[www.rgu.ac.uk/business-services](http://www.rgu.ac.uk/business-services)



# Finding your direction

## Our Careers and Employability Centre

### DEDICATED SPECIALISTS

We have a dedicated centre with a team of career consultants, offering a full range of services to assist individual career planning, job searching and employability needs.

We can support you in recognising and developing your transferable skills, both within and outwith your studies to allow you to secure your perfect opportunity.

The Careers and Employability Centre provides practical career planning advice and job search support to all students and recent graduates of the University. We can assist with your advanced level study and career options you are considering.

Full in-depth career mentoring and careers guidance sessions are available to current students.

### CAREER TOOLKIT

When you enrol as a student at RGU, you gain access to 'My Career Toolkit' an online resource with interactive employability topics to help you manage your career.

### ON CAMPUS RECRUITMENT

Employers are keen to speak to our students directly and to facilitate this we arrange on-campus recruitment and applications skills presentations where employers can raise the profile of their company and provide more information on the opportunities that they have as well as the benefits of working for their particular company.

### CAREERS FAIRS

We organise two large scale Careers Fairs per year, The RGU Careers Fair in October and the North of Scotland Graduate Careers Fair in Spring.

### FOR MORE INFO

Our Careers Office is always happy to answer any queries you may have:  
Call us on 01224 262110  
email [careers@rgu.ac.uk](mailto:careers@rgu.ac.uk)  
or visit [www.rgu.ac.uk/careers](http://www.rgu.ac.uk/careers)



Research is primarily focused on the use and impact of communication, media, information and knowledge.

The Communication, Marketing and Media Department is active in research across communication, marketing and media themes, which is reflected in the design of our courses.

# Research Degrees

Robert Gordon University has a reputation for internationally excellent and world leading research that is of direct benefit to society.

We have a vibrant community of around 30 full and part-time doctoral students who are studying for doctoral qualifications in: communications, media, marketing, tourism and information management.

Students' research represents a continuum of interests across our subject areas and we have particular strength in: political communication, fan and celebrity culture, cultural heritage and information behaviour. As part of our wider research development strategy, degree student numbers continue to grow, and we now offer two doctoral degrees:

- Doctor of Philosophy (PhD)
- Professional Doctorate of Information Science (DInfSc)

As part of undertaking your Doctoral degree with us, you will be expected to undertake a PGCert in Research Methods and will receive training in qualitative and quantitative methods. As a result of our continued membership of the Scottish Graduate School of Social Sciences and Scottish Graduate School of Arts and Humanities, research students are entitled to access

specialist master classes across Scotland, and are actively encourage to present their research at conferences globally.

We provide:

- A supervisory team to guide and direct study
- Purpose-built research student facilities
- Research degree coordinators to look after student needs
- Independent assessors to monitor and help keep progress on track

We are committed the pursuit of excellence in research of relevance to social, cultural and economic development. This research has been supported by grants from a wide range of sources including: ESRC, AHRC, EPSRC, Heritage Lottery Fund, Horizon 2020, INTERREG, CILIP, SLIC, JISC, SES, Resource, UNESCO, NHS Scotland, Scottish Government and the private sector and is published in peer-reviewed journals and top international conferences.

To find out more about our specific research studies and publications please look on our staff pages. There you will also find more details on the staff and research students who make up our vibrant research community.

[www.rgu.ac.uk/research/graduate-school](http://www.rgu.ac.uk/research/graduate-school)

## SCHOOL RESEARCH THEMES

Media discourse and representation

Gender and media

Media history

Postmodern cultural and media theory

Fan and celebrity culture

Media effects, audience reception and participation, and moral panics

Political communication and information

Digital consumer behaviour

Consumer socialisation and demographics

Fashion and retail

Cultural heritage

Digital curation

Events and festival consumption

Entrepreneurship in the creative industries

Transport, cultural identity and place

# Courses

COMMUNICATION,  
MARKETING AND MEDIA

**MSc Corporate Communication  
and Public Affairs**

**MSc Digital Marketing**

**MSc Fashion Management**

**MSc International  
Marketing Management**

**MSc Journalism**

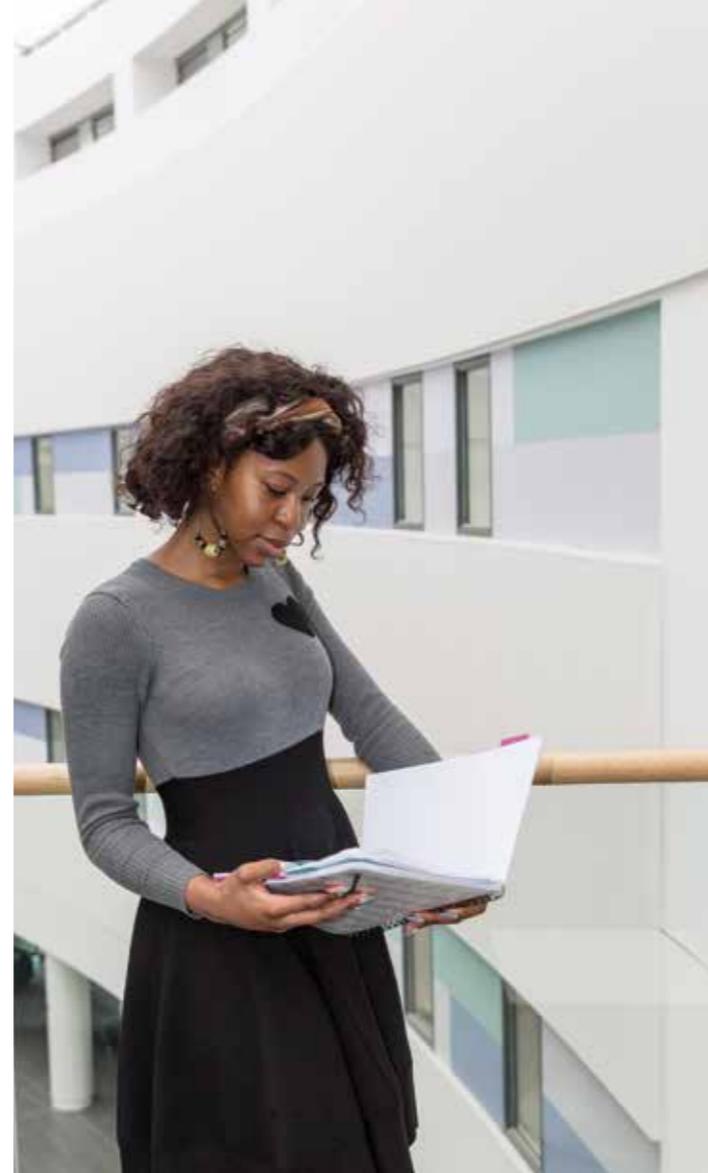
**MSc International Tourism and  
Hospitality Management**

## STRONG LINKS TO INDUSTRY

We work closely with employers at every stage, from course development and accreditation, to guest speakers and commercial collaborations with industry. We are committed to successful working partnerships with partner agencies and employers across different sectors throughout the world. These partnerships ensure that all our courses are always timely and relevant.

## CAREER OPTIONS IN INFORMATION MANAGEMENT

Information managers have a key strategic role in organisations and handle all kinds of information including scientific, technical, legal, commercial, financial and economic. They organise, manage and develop information products and systems.



## CAREER OPTIONS IN COMMUNICATION, MARKETING AND MEDIA

- Newspaper Journalist
- Commissioning Editor
- PR Officer
- Tourist Information Manager
- Hotel Manager
- Digital Marketing Officer
- Market Researcher
- Marketing Executive
- Media Planner
- Lobbyist
- Fashion Buyer
- Fashion Merchandiser
- Fashion PR / Marketer
- Corporate Communications or Public Affairs Manager



# MSc Corporate Communication and Public Affairs

PgCert/PgDip/MSc

## PROGRAMME OVERVIEW

The MSc Corporate Communication and Public Affairs course provides the practical skills and relevant academic knowledge required for a career within the Corporate Communication field. Corporate Communication is an essential function within contemporary business environments. With 24-hour media cycles, it is important that organisations manage media enquiries professionally. Factors such as reputation and the ability to communicate in an effective and timely way with all stakeholders are recognised as critical success factors for growth and survival. This course has been developed in direct response to employers' needs through close consultation with leading practitioners and professional bodies. The course is delivered through a mixture of lectures, coursework, workshops, simulation, guest lectures and a four-week work placement. We work closely with industry specialists to offer a programme of events and workshops and we invite practitioners to the university to share their experiences and best practice. For example, video conferences take place with Brussels-based public affairs practitioners. These events provide key networking opportunities and you are encouraged to attend visits to local media organisations and other local events organised through the Aberdeen Communications Group which take place through the year.

## ONLINE LEARNING STUDY MODE

The online study mode is taught through Campus Moodle, our Virtual Learning Environment. It offers the flexibility of where and when you study, and is designed to fit in around your work commitments. You will gain full and open access to tutors and other class members. You will be taught and supported by experienced industry professionals who will recreate the same challenging interactive format of the on-campus courses for those studying at a distance.

## WHAT YOU WILL STUDY

- Media Industries
- Public Relations: Theory and Practice
- Strategic Digital Communications
- Broadcast Journalism
- Political Communication and Public Affairs
- Fieldwork Placement
- Research Methods
- Dissertation or Project

## PLACEMENT

You will undertake a four-week work placement within a Communication, Media, Marketing or other relevant environment. Previous students have elected to pursue roles within blue-chip corporations; global communications consultancies; global broadcasting companies; newspapers; leading arts and heritage organisations; oil and gas industry; marketing agencies; public sector; charities; digital media; and TV and radio. Depending on the placement, you will work on small individual or team projects. You will also be given the chance to observe the overall running of the organisation and to learn about different communication strategies or campaigns. Organisations expect students to be creative and arrive with energy, enthusiasm and creative 'new' ideas. Students often produce work that they are then able to include in their personal portfolio. For more information visit:

[www.rgu.ac.uk/absplacements](http://www.rgu.ac.uk/absplacements)

## CAREER OPPORTUNITIES

The rapidly expanding Corporate Communication industry provides excellent opportunities for graduates who are equipped with a broad range of professional, digital and creative skills.

The corporate and technical communication components of the course make up a highly distinctive and accredited qualification that enhances career opportunities in both public and private sectors in areas such as PR or marketing, media and creative fields and other related areas.

## BENEFITS TO YOU

You will work alongside experienced staff in the areas of media policy, marketing, PR and public affairs. The course attracts some students with considerable professional experience and through team-working, students exchange ideas around best practice, creating a stimulating 'shared learning' environment.

## ENTRY REQUIREMENTS

This course is designed to meet the requirements of Honours-level graduates and current practitioners who want to enhance their existing levels of professional skills. Those who are new to the subject, have a flair for language and strategic thinking and are looking to follow a career within communications are also suited to this course. The programme will give you the relevant skills and experience to find employment as dedicated in-house communication professionals or within busy agencies or public affairs consultancies. All international students, for whom English is not their first language, must provide evidence of linguistic ability, by gaining either IELTS 6.5 or its equivalent in Pearson PTE prior to receiving an unconditional offer of a place on the course.

STUDY OPTIONS	START DATE
Full-time, 1 year (Sept) or 14 months (Jan) Part-time or online, 3 years	September or January
FEES AND FURTHER INFORMATION	FOR MORE INFORMATION
<a href="http://www.rgu.ac.uk/corporatecommunication">www.rgu.ac.uk/ corporatecommunication</a>	<a href="mailto:communications@rgu.ac.uk">communications@rgu.ac.uk</a>
ACCREDITATION	

CIPR

# MSc Digital Marketing

PgCert/PgDip/MSc

## PROGRAMME OVERVIEW

The MSc Digital Marketing has been designed to equip you with the theoretical knowledge and practical skills that will allow you to design, deliver and evaluate digital marketing strategy and campaigns.

Digital marketing strategy and digital services are an essential, invaluable and unavoidable part of any communication or marketing strategy. In order to meet the needs of today's consumers, audiences and markets, it is essential that organisations embrace and utilise digital marketing techniques, technologies and strategy. This MSc aims to equip graduates with the skills and digital marketing knowledge to do so.

The course is delivered with significant input from industry partners and much of the work you will complete is based on live digital marketing projects, including website and SEO audits, content creation and marketing, and digital PR. This approach ensures that the course content is relevant to the needs of industry whilst allowing you to develop a portfolio of real world experience as you study.

## HOW YOU WILL LEARN

The course uses a combination of teaching methods and sources of expertise. Tutorials and blended-learning materials introduce digital marketing theories, knowledge and skills which are further explored through a series of practice-led workshops.

All modules develop the theoretical alongside the practical and are assessed in part through live projects in collaboration with related businesses, allowing you to develop your portfolio and build linkages and contacts within industry. Students have access to Campus Moodle, our Virtual Learning Environment, giving you access from home to learning materials (including videos, e-books and journals).

## WHAT YOU WILL STUDY

- Digital Production Tools And Techniques
- Digital Marketing Strategy
- Digital Public Relations
- Methods, Metrics and Analytics

Choose 1 from the following:

- Dissertation
- Digital Marketing Project

The course aims to provide you with a learning experience that is vocationally focused, interactive and student-centred where you'll have the opportunity to apply knowledge and skills to real world business scenarios. We'll introduce you to both theory and practice and you'll make use of a wide range of technologies and techniques that are used in digital marketing. You will engage with the course through online and on campus learning materials, lectures, tutorials and workshops.

Through engaging in a culture of self-directed learning, a community dedicated to exploring the advances within this area and drawing on the input from practitioners at the leading edge of their industry, you will graduate with the skills relevant to today and the ethos and motivation which will keep you abreast of the changes and developments of tomorrow.

## WORKSHOPS

If you are looking to top-up your skillset and have an interest in specific aspects of the course, but are unable to commit to the full programme of study, it is possible to enrol for individual workshops where you will be awarded a certificate of attendance. Please contact the course leader for more details.



## CAREER OPPORTUNITIES

The digital economy has been recognised as a key area of growth and strategic importance to the Scottish, wider UK and international economy and professionals with digital marketing skills are in high demand.

Career paths include:

- Digital Marketing Manager
- Social Media Manager / Community Manager
- Search Manager / SEO Manager
- Digital Strategist
- Online PR Manager
- Communications/Marketing Manager
- Digital Producer

## ENTRY REQUIREMENTS

The course is open to applicants with an undergraduate Honours degree in any discipline and is suitable for people who are excited by digital technology and the opportunities it provides. A background in marketing or digital media is not required but a passion for these areas and a willingness to engage with new technologies and techniques is essential.

Other qualifications and experience will be considered with entry being subject to the University's judgement that the person has reasonable expectation of being able to fulfil the requirements of the award. In certain circumstances, students with ordinary degrees who have extensive appropriate work experience within the sector can be admitted to the course.

All international students, for whom English is not their first language, must provide evidence of linguistic ability, by gaining either IELTS 6.5 or its equivalent in Pearson PTE prior to receiving an unconditional offer of a place on the course.

STUDY OPTIONS	START DATE
Full-time, 1 year Part-time 3 years	September
FEES AND FURTHER INFORMATION	FOR MORE INFORMATION
<a href="http://www.rgu.ac.uk/digitalmarketing">www.rgu.ac.uk/digitalmarketing</a>	<a href="mailto:creativeandcultural_enquiries@rgu.ac.uk">creativeandcultural_enquiries@rgu.ac.uk</a>
ACCREDITATION	



# MSc Fashion Management

PgCert/PgDip/MSc

The fashion industry is a competitive environment, offering dynamic careers across a wide remit including forecasting and research; product design and development; buying, merchandising and distribution; marketing and branding; events management and PR; retailing in stores, catalogues and online. It requires managers in a range of these disciplines, who can react to change, think creatively and have a strong understanding of the consumer.

## PROGRAMME OVERVIEW

The MSc Fashion Management course covers the creative, managerial and commercial aspects of the global fashion industry and enables graduates to develop the skills and knowledge required to follow a rewarding business career within the fashion industry.

Fashion is a huge global industry which continues to develop at an increasingly rapid pace. Creativity is intrinsic to this dynamic industry, as it relies on new trends, new products and new desires to stimulate business.

Fashion can be regarded as art, culture, celebrity, necessity and frivolity and is not only about clothes; accessories or cosmetics, even cars are subject to the vagaries of fashion.

New technologies and social media have turned the fashion business into a truly international and competitive marketplace. It is increasingly important for fashion brands to find ways to stand out, build lasting relationships with their customer base and conduct their operations in a socially acceptable manner.

The fashion industry requires a particular type of manager, someone with excellent business skills and a real passion for the product.

This course aims to equip graduates with a wide range of creative, industry, marketing and management skills together with detailed knowledge of the fashion business.

The course is mainly project based, mimicking the working environment within the industry. Projects are based on case study scenarios, simulating real-life practice and group interaction. You will gain from expertise of staff in supporting disciplines including Communication, Media, Marketing and Management, resulting in a unique combination of creativity, business knowledge and skills.

## HOW YOU WILL LEARN

In full-time mode, you will learn through a combination of lectures, seminars and workshop sessions. These comprise of a mix of group study, discussion, simulation and presentations of findings by teams and individuals. You will work as an individual and also as part of a team on case studies, team activities, presentations and discussions.

A four week placement in a fashion-related company provides an opportunity to apply knowledge and skills developed on the course in the workplace.

Access to our virtual learning environment, Campus Moodle, is also provided giving you access from home to learning materials (including videos, e-books and journals).

## WHAT YOU WILL STUDY

- Fashion Brand Strategy in the Business Environment
- Strategic Digital Communications
- Financial Merchandising for Fashion
- Fashion Internationalisation and Distribution
- Fieldwork Placement
- Fashion Buying and Forecasting
- Research Methods
- Dissertation or Project



## ENTRY REQUIREMENTS

Applicants will have an Honours degree or equivalent. Your degree can be in most disciplines so long as you are passionate about fashion, keep up with current trends and have a keen desire to work in the fashion sector.

All international students, for whom English is not their first language, must provide evidence of linguistic ability, by gaining either IELTS 6.5 or its equivalent in Pearson PTE prior to receiving an unconditional offer of a place on the course.

Please note: This course does not involve garment design and construction, and does not require a creative portfolio for entry.

 Like us on Facebook at **Search for 'RGU Fashion Management'**

 View images on Instagram **/fashionplace\_rgu**

 See our boards on Pinterest **/fashplace**

Follow our fashion blog  
**[www.thefashionplaceblog.com](http://www.thefashionplaceblog.com)**

### STUDY OPTIONS

Full-time, 1 year (Sept)  
Full-time, 14 months (Jan)

### START DATE

September and January

### FEES AND FURTHER INFORMATION

[www.rgu.ac.uk/mscfashionmanagement](http://www.rgu.ac.uk/mscfashionmanagement)

### FOR MORE INFORMATION

[creativeandcultural\\_enquiries@rgu.ac.uk](mailto:creativeandcultural_enquiries@rgu.ac.uk)



"The course has increased my skills in more ways than I could have imagined, including presentation skills, teamwork, market research, consumer behaviour, marketing, PR, research, management, visual merchandising, financial forecasting, time management and communication. Most of all, the course has increased my self confidence through achieving greater understanding and knowledge of the fashion business."

Robyn Reid  
MSc Fashion Management

# MSc International Marketing Management

PgCert/PgDip/MSc

## PROGRAMME OVERVIEW

This course is designed to develop knowledge and understanding of international marketing theory and current business management practices.

The course involves the study and analysis of consumer attitudes to products and business and looks at the behaviour of the customer in a rapidly changing world. It covers both domestic and international marketing issues and develops a more creative, flexible and customer-focussed approach.

A postgraduate qualification in International Marketing Management will enhance your ability to be more creative, flexible and disciplined in your approach to marketing. Additionally, this MSc International Marketing Management enjoys dual award status with the Chartered Institute of Marketing and students who successfully complete the course with us can, if they wish, go on to take two additional CIM modules and gain the Institute's PG Professional Diploma.

The course is available to study full-time on campus or by online distance learning.

## WHAT YOU WILL STUDY

- Marketing Strategy
- Consumer Branding
- Strategic Digital Communications
- Global Marketing Management
- Business Marketing and Innovation
- Research Methods
- Dissertation or Project

## HOW YOU WILL LEARN

You will learn through a combination of lectures, seminars and workshop sessions. These comprise of a mix of group study, discussion, simulation and presentations of findings by teams and individuals. You will work as an individual and also as part of a team on case studies, team activities, presentations and discussions. A four week placement in a marketing role provides an opportunity to apply knowledge and skills developed on the course in the workplace.

Access to our virtual learning environment, Campus Moodle, is also provided giving you access from home to learning materials (including videos, e-books and journals).

## BENEFITS TO YOU

Throughout this course you will develop self-awareness and greater confidence, both in yourself and in the subject area. The course will allow you to meet, learn and work with staff and students from many different cultures providing you with a truly international learning experience.

## CAREER OPTIONS

The focus is on improving your career prospects both nationally and internationally giving you the skills to make an immediate and valuable contribution to the organisation for which you will be working.

The field of marketing offers a wide range of opportunities for graduates, who are properly equipped with a broad range of managerial, professional and subject-specific knowledge and skills. Many of the students on the course are from different parts of the world and return to their own countries to work with international companies there.

## ENTRY REQUIREMENTS

Applicants will require a good honours degree. Those who do not possess an honours degree but have a degree or degree equivalent qualification, and appropriate work experience at a suitable level within an organisation, will be considered. Qualifications from an approved professional body will also be taken into account.

All international students, for whom English is not their first language, must provide evidence of linguistic ability, by gaining either IELTS 6.5 or its equivalent in Pearson PTE prior to receiving an unconditional offer of a place on the course.

STUDY OPTIONS	START DATE
Full-time, 1 year (Sept) or 14 months (Jan)	September and January
FEES AND FURTHER INFORMATION	FOR MORE INFORMATION
<a href="http://www.rgu.ac.uk/internationalmarketing">www.rgu.ac.uk/internationalmarketing</a>	<a href="mailto:creativeandcultural_enquiries@rgu.ac.uk">creativeandcultural_enquiries@rgu.ac.uk</a>
ACCREDITATION	



"I would definitely recommend this course, because the balance between digital marketing and traditional marketing is really good!"

Gerald Zeltner  
MSc International Marketing  
Management student

# MSc Journalism

PgCert/PgDip/MSc

## PROGRAMME OVERVIEW

The MSc Journalism has been designed to develop both critical understanding of the profession and provide an overview of the practices and concepts of journalism.

Digital technology is transforming the media landscape. This professional multimedia course in Journalism will equip you with the skills, experience and understanding to build a career in journalism which combines academic discipline with practical training.

The course explores the role of radio, television, print and online platforms, developing skills and building experience. An understanding of the media and an insight into the legal and ethical issues facing the industry today is provided as part of the course.

A placement opportunity is also available as part of this course. The placement consists of 4 weeks practical experience in the operation of an appropriate organisation.

Previous placements have included BBC Sport, STV, Northsound, The Herald and The Scotsman. Employers are looking for students to have portfolios of work which have been put together over the course of their studies. Any work completed on placement can be used in a personal portfolio. You will get the opportunity to enhance your writing and research skills, learn from professionals, meet publication deadlines and get an overall feel for a career in journalism.

Key skills in journalistic writing, communication and IT are developed along with the skills of reporting, feature writing, subbing, interviewing and researching stories. The course also covers research and analytical skills and includes the social, economic and political roles of contemporary media and the role of the journalist in society.

## WHAT YOU WILL STUDY

- Media Industries
- News Writing
- Media Law
- Broadcast Journalism
- Research Methods
- Digital Journalism in Practice
- Political Communication and Public Affairs
- Fieldwork Placement
- Journalism Project or Dissertation

## HOW YOU WILL LEARN

### Full-time Study

In full-time mode, you will learn through a combination of lectures, seminars and workshop sessions. These comprise of a mix of group study, discussion, simulation and presentations of findings by teams and individuals. You will work as an individual and also as part of a team on case studies, team activities, presentations and discussions.

Access to our virtual learning environment, Campus Moodle, is also provided giving you access from home to learning materials (including videos, e-books and journals).

### Teaching and Staff

On this course you will be taught by staff with expertise in all areas of journalism, broadcasting and communication. The course also has strong links with the media – with guest speakers from the industry; visits to local broadcasting organisations and live client projects.



#### BENEFITS TO YOU

You will be exposed to the full range of media platforms allowing you to decide which area is most appropriate to your career. You'll benefit from studying in a dynamic environment and gain from the expertise of staff and working relationships within media.

We aim to prepare you to become an accomplished journalist who can make sense of fast-moving situations and report a story accurately, with honesty and integrity.

#### CAREER OPTIONS

The expanding global communications industry provides excellent career opportunities for those who are equipped with a broad range of professional, technological and creative skills.

Graduates from the course go straight into national and local broadcast news, national and local newspapers, national magazines, and often enjoy an accelerated rate of promotion in their chosen profession.

#### ENTRY REQUIREMENTS

The course is ideal for students who possess an undergraduate honours degree in any discipline and plan a professional career in journalism.

International students, for whom English is not their first language, must provide evidence of linguistic ability, at IELTS 6.5 or its equivalent.

STUDY OPTIONS	START DATE
Full-time, 1 year	September
FEES AND FURTHER INFORMATION	FOR MORE INFORMATION
<a href="http://www.rgu.ac.uk/journalism">www.rgu.ac.uk/journalism</a>	<a href="mailto:creativeandcultural_enquiries@rgu.ac.uk">creativeandcultural_enquiries@rgu.ac.uk</a>



Ranked 1st in Scotland and 2nd in the UK for Journalism by the Guardian University Guide, 2017.

# MSc International Tourism and Hospitality Management

PgCert/PgDip/MSc

## PROGRAMME OVERVIEW

Our MSc International Tourism and Hospitality Management degree develops relevant industry skills and knowledge.

The focus is to actively encourage students to apply management principles and concepts in the context of contemporary national and international tourism and hospitality management.

The degree has been developed with guidance from both the Tourism Management Institute (TMI) and the Institute of Hospitality along with input from local industries. A key feature of the course is interface with industry and the wider external community which have included the following recent activities:

- Politics and tourism session with a member of the Scottish parliament
- Behind-the-scenes tour to the Aberdeen Exhibition and Conference Centre
- Tour of the VisitScotland head offices in Edinburgh

## WHAT YOU WILL STUDY

- Strategic Management in Tourism & Hospitality
- Leisure Tourism: Theory & Application
- Strategic Digital Communications
- Hotel Operations Management
- Global Marketing Management
- Fieldwork Placement
- Research Methods
- Dissertation or Project

## HOW YOU WILL LEARN

You learn through a combination of lectures, seminars and workshop sessions. These comprise of a mix of group study, discussion, simulation and presentations of findings by teams and individuals. You will work as an individual and also as part of a team on case studies, team activities, presentations and discussions. A four week placement in a tourism and hospitality related company provides an opportunity to apply knowledge and skills developed on the course in the workplace.

Access to our virtual learning environment, Campus Moodle, is also provided giving you access from home to learning materials (including videos, e-books and journals).

## BENEFITS TO YOU

This course has been created in response to the existing and forthcoming needs of the tourism and hospitality industry both nationally and internationally. The forecasted shifts in consumer values, political forces, environmental changes and the growth of information and communication technology, will in turn require qualified and experienced managers to lead this development

The course is recognised by the Institute of Hospitality (formerly the Hotel and Catering International Management Association - HCIMA).

It has also achieved recognition under the Tourism Management Institute (TMI) Scheme for Courses in Higher Education.



## CAREER OPTIONS

According to the World Travel and Tourism Council (WTTC), the worldwide expenditure on hospitality and tourism continues to increase and by 2021 "1 in 10 workers on the planet will be employed as a result of Travel & Tourism" according to the WTTC President and CEO, David Scowsill. Growth such as this creates many opportunities for those equipped with the skills required in this global industry and graduates from this course have gone on to careers in areas such as:

- National or International contract catering or facilities management
- Public sector tourism management, eg. National Tourist Boards, Regional Tourist Boards, public sector visitor attractions
- Private sector tourism management, eg. visitor attractions and leisure organisations
- Tourism consultancy
- Hotel and hospitality consultancy
- Tourism research and lecturing
- Any customer-focused organisation – given the transferable skills and business "toolkit" taught on the course
- National and International hotel companies

## ENTRY REQUIREMENTS

Applicants normally hold a 2:2 undergraduate Honours degree or its equivalent in any subject area. Applicants with a lower degree classification and / or relevant work experience will be considered on a case by case basis.

International students who do not meet our direct entry requirements for this course can gain additional entry points through our International College at Robert Gordon University.

Applicants whose first language is not English should have an IELTS of 6.5 overall, with no component lower than 5.5, or an equivalent. We accept a variety of in-country and secure English language tests, find out more:

[www.rgu.ac.uk/english](http://www.rgu.ac.uk/english)

"It's been fun sharing experiences with the other students who've come from other areas of the tourism industry. It's been interesting learn alongside students on the more general business modules such as finance, operations management, human resources and international business."

Cathy Guthrie  
MSc International Tourism  
and Hospitality Management

STUDY OPTIONS	START DATE
Full-time, 45 weeks (Sept) or 14 months (Jan) Part-time, 3 years	September or January
FEES AND FURTHER INFORMATION	FOR MORE INFORMATION
<a href="http://www.rgu.ac.uk/tourismandhospitality">www.rgu.ac.uk/tourismandhospitality</a>	<a href="http://www.rgu.ac.uk/tourismandhospitality">www.rgu.ac.uk/tourismandhospitality</a>
ACCREDITATION	





# Further information

## Quick links

POSTGRADUATE COURSES  
[www.rgu.ac.uk/explorepg](http://www.rgu.ac.uk/explorepg)

ONLINE STUDY AND COURSES  
[www.rgu.ac.uk/better-online](http://www.rgu.ac.uk/better-online)

POSTGRADUATE EVENTS  
[www.rgu.ac.uk/openevening](http://www.rgu.ac.uk/openevening)

FEES AND FUNDING  
[www.rgu.ac.uk/pgfees](http://www.rgu.ac.uk/pgfees)

SCHOLARSHIPS  
[www.rgu.ac.uk/scholarships](http://www.rgu.ac.uk/scholarships)

INTERNATIONAL STUDENTS  
[www.rgu.ac.uk/international](http://www.rgu.ac.uk/international)

APPLY ONLINE  
[www.rgu.ac.uk/applyonline](http://www.rgu.ac.uk/applyonline)

ABOUT YOUR APPLICATION  
[www.rgu.ac.uk/admissions](http://www.rgu.ac.uk/admissions)

ACCOMMODATION  
[www.rgu.ac.uk/accommodation](http://www.rgu.ac.uk/accommodation)

SUPPORT DURING YOUR STUDIES  
[www.rgu.ac.uk/studentsservices](http://www.rgu.ac.uk/studentsservices)



# How to apply

## APPLY ONLINE

The quickest and most efficient method of applying for any postgraduate course at Robert Gordon University is to apply online at [www.rgu.ac.uk/applyonline](http://www.rgu.ac.uk/applyonline)

There is no application fee to pay to apply.

## BEFORE YOU BEGIN YOUR APPLICATION

'Apply Online' is quick and easy to use, allowing you to complete pages in any order, and you may save your progress and come back to the form as many times as you like.

Supporting documents (certificates, academic transcripts, references and CV) are required to be uploaded at the time of application so please ensure you have these available.

Download full instructions on making an application: [www.rgu.ac.uk/applyonline](http://www.rgu.ac.uk/applyonline)

## CONTACT US ABOUT YOUR APPLICATION

Our Postgraduate Admissions Office are happy to answer any queries you may have relating to your application.

**PgOffice@rgu.ac.uk**  
Tel: 01224 262209

## ENTRY REQUIREMENTS

Most postgraduate courses from RGU are suitable for those who possess a UK undergraduate Honours degree or an international undergraduate degree which is comparable to a UK honours degree. Other qualifications and appropriate experience may be considered with entry and is subject to the University's judgement.

Applicants whose first language is not English should refer to our website for information. [www.rgu.ac.uk/english-requirements](http://www.rgu.ac.uk/english-requirements)

Certain courses may have additional conditions for entry. Please ensure you check the individual course information pages for full details of what is required.

## INTERNATIONAL STUDENTS

You can apply directly via our online application service or via one of our approved agents worldwide. Our local representatives will be able to advise you on our range of courses and assist you with your visa application.

All international students looking to travel to and study within the UK are required to have a tier 4 visa. In order to study at RGU you must hold a Tier 4 visa under our sponsor licence.

For information relating to visits, visa requirements, funding or for a full list of our country representatives, visit [www.rgu.ac.uk/international](http://www.rgu.ac.uk/international)

## DOCTORAL RESEARCH

If you are interested in undertaking a research degree and would like to apply to become a research student, please visit:

[www.rgu.ac.uk/postgraduate-research](http://www.rgu.ac.uk/postgraduate-research)  
[researchdegrees@rgu.ac.uk](mailto:researchdegrees@rgu.ac.uk)  
Tel: 01224 262155

# Fees, funding and scholarships

## FUNDING

Postgraduate students will normally make their own arrangements for payment of fees. All fees are listed on individual course pages on our website.

### Postgraduate Tuition Fee Loan (PTFL)

Support for postgraduate funding is provided through a Postgraduate Tuition Fee Loan (PTFL), formerly PSAS, the Postgraduate Students Allowance Scheme. It is run by the Student Awards Agency for Scotland (SAAS). The maximum tuition fee loan levels for 2017/18 are £5,500 for full-time courses and £5,500 for part-time courses. You will only be able to secure the maximum fee chargeable for your course up to these values.

Eligible (Scottish domiciled and EU) full-time or part-time students who have accepted a postgraduate place on an eligible course can apply directly to the SAAS for a loan to cover up to £5,500 towards their tuition fees.

Students enter into an agreement based on the terms and conditions of the Income Contingent Repayment Loan. Repayment is directly linked to income, through the income tax system, ensuring that monthly repayments are affordable.

EU students are also eligible to apply to SAAS for a tuition fee loan. They will need to get a UK National Insurance number to become eligible. Further information can be found at [www.rgu.ac.uk/pgfees](http://www.rgu.ac.uk/pgfees)

The application form is available to download from SAAS website. You should monitor the SAAS website for updates. [www.saas.gov.uk](http://www.saas.gov.uk)

### SFC Funded Places

Postgraduate students from Scotland and other countries in the EU (with the exception of England, Northern Ireland and Wales) can apply for funding assistance via the Scottish Funding Council (SFC).

These places will be allocated on a first-come first-served basis to suitable candidates.

To find out more, contact [pgoffice@rgu.ac.uk](mailto:pgoffice@rgu.ac.uk)

### Payment options

There are payment installment options available, but how and when you pay is determined by factors such as where you live as well as your chosen mode of study (full-time, part-time or online).

### 20% Alumni Loyalty Discount

We offer our alumni a 20% loyalty discount on the University's postgraduate course fees. The discount applies to both home and overseas alumni (holders of undergraduate degrees from Robert Gordon University) who commence postgraduate study at the University. It can only be applied to tuition fees and cannot be used to cover any other programme-related expenses (e.g. residential costs, materials or membership fees).

For further information visit [www.rgu.ac.uk/discount](http://www.rgu.ac.uk/discount)

## SCHOLARSHIPS

### RGU SPORT scholarship

There are a number of sports scholarships offered to promising sports men and women to support them in developing their talents and succeeding in their chosen sporting field whilst undertaking academic study. Scholarships are offered on an annual basis to athletes who are at, or close to, national standard in their given sport. Financial assistance is awarded to support travel, training, equipment and competition expenses accrued during the academic year.

[www.rgu.ac.uk/scholarships](http://www.rgu.ac.uk/scholarships)

### Scotland's Saltire scholarships

The British Council and Scottish Government run Scotland's Saltire Scholarships scheme. There are a total of 200 awards made under this scheme open to students from Canada, China, India and USA who are pursuing a taught one year Masters degree at a Scottish university. Those who are successful will be offered a scholarship totalling £2,000. Students who hold a conditional or an unconditional offer from a Scottish institution can apply.

Find out about other sources of funding for international students from the British Council's database [www.britishcouncil.org](http://www.britishcouncil.org)

## COURSE-SPECIFIC SCHOLARSHIPS AND FUNDING

We have only listed a small portion of scholarships and funding options on this page.

We have a much wider list of course-specific scholarships and funding on our website. These include Common Date Access, CNR International and Opito scholarships. As this information is regularly reviewed and updated, we recommend you check individual course pages on our site to access and check this information.

The scholarships that are available will depend on your course. To access the full list available, visit the course of interest on our website.

**Contact us about your postgraduate fee payment options and funding opportunities.**

### Student Finance

+44 (0)1224 262664

[studentfinance@rgu.ac.uk](mailto:studentfinance@rgu.ac.uk)

Further information on other sources of funding is available at:

[www.postgraduate-funding.com/gateway](http://www.postgraduate-funding.com/gateway)

### Non-payment of fees

The University's current sanction for non-payment of tuition fees is to withhold the conferment of awards to students who are in debt to the University.



# Supporting you during your studies

## STUDENT CENTRAL

At 'Student Central' you will find:

- Student Help Point (Information and Advice Centre)
- Careers and Employability Centre
- Chaplaincy
- Child Care (Treehouse Nursery)
- Counselling Support and Wellbeing
- Disability and Dyslexia Advice and Support
- International Student Advice, Visa and Immigration Centre
- Scholarships
- Study Skills and Access Unit

Student Central is located on level 3, Health and Social Care building, Garthdee.

[www.rgu.ac.uk/studentsservices](http://www.rgu.ac.uk/studentsservices)

## STUDENT HELP POINT

For current students, this is your 'one-stop shop' for all non-academic queries, support and advice. At Student Help Point you can pay tuition fees, request student status letters, browse info on careers and lots more.

Find us at Student Central, Garthdee

[studenthelppoint@rgu.ac.uk](mailto:studenthelppoint@rgu.ac.uk)

Phone: +44 (0)1224 262182 or 263660

## INTERNATIONAL STUDENT ADVICE , VISA AND IMMIGRATION CENTRE

The International Student Advice, Visa and Immigration Centre provides international students with a wide range of support and advice which includes:

- Offering advice on extending/renewing your student visa (in line with the recommendations of the Office of the Immigration Services Commission)

- Issuing your Confirmation of Acceptance for Studies (CAS) (This service is for current students only)
- Running workshops to advise you on how to complete your Tier 4 Student visa extension form
- Advising you on working during your studies (please note that we do not issue letters to students to give to employers)
- Organising a 'Meet and Greet' service for new international/EU students arriving at

## CAREERS AND EMPLOYABILITY CENTRE

Students can access support to help them identify and assess the career options that are right for them; securing part-time work or summer jobs; work experience opportunities and how to progress themselves to effectively source and apply for their first graduate-level job.

[www.rgu.ac.uk/careers](http://www.rgu.ac.uk/careers)

## DISABILITY AND DYSLEXIA CENTRE

We support individuals with physical and sensory impairments, health conditions, dyslexia or other specific learning differences, and those with short or long-term support needs.

The service employs a dedicated Enabling Technologist who provides advice and support in the use of assistive and enabling technology, and an Educational Psychologist.

Find us at Student Central, Garthdee.

+44 (0)1224 262103

[disability@rgu.ac.uk](mailto:disability@rgu.ac.uk)

## CHILDCARE

The Treehouse Early Care and Education Centre at Robert Gordon University is situated on our Garthdee campus.

This outstanding purpose-built facility provides the highest quality care and education for babies and children of three months to five years of age.

[www.rgu.ac.uk/nurseryfacilities](http://www.rgu.ac.uk/nurseryfacilities)

+44 (0)1224 861840

## CHAPLAINCY

The Chaplaincy service is for the benefit of the whole University community.

[www.rgu.ac.uk/chaplaincy](http://www.rgu.ac.uk/chaplaincy)

+44 (0)1224 591527

## COUNSELLING AND WELLBEING

Provides support and advice on a wide range of pastoral and emotional issues.

[www.rgu.ac.uk/counselling](http://www.rgu.ac.uk/counselling)

## STUDY SKILLS AND ACCESS UNIT

The Study Skills and Access Unit offers you confidential advice, support and guidance with a range of academic study skills, including:

- Academic Writing and Critical Thinking
- Exam Preparation and Revision
- Maths, Statistics and Numeracy Skills
- English Language (for International Students)
- Study Skills (time management, presentation skills etc)
- Basic IT Skills

We tailor our service to suit you, and you can arrange appointments on an individual or small group basis, and appointments can be face-to-face, via email or telephone. Contact us at [studyskills@rgu.ac.uk](mailto:studyskills@rgu.ac.uk) or visit

[www.rgu.ac.uk/studysupport](http://www.rgu.ac.uk/studysupport)

for more information.



[www.rgu.ac.uk/studentsservices](http://www.rgu.ac.uk/studentsservices)

# Looking for a place to stay?

## OUR ACCOMMODATION

Robert Gordon University has various purpose-built accommodation developments situated in the city and at the Garthdee campus. The flats are well equipped, and some of the accommodation has en-suite bathrooms, whilst the remainder has shared washing and toilet facilities.

## APPLICATIONS

Application for University accommodation is made online at [www.rgu.ac.uk/roomonline](http://www.rgu.ac.uk/roomonline)

To apply you must live outwith the Aberdeen area and have accepted an unconditional or conditional offer or have an insurance offer.

## MORE INFORMATION

For the most up-to-date information about accommodation, go to our website or contact us direct. We would be delighted to help and look forward to welcoming you to Aberdeen.

[www.rgu.ac.uk/accommodation](http://www.rgu.ac.uk/accommodation)  
Call us on +44 (0)1224 262130  
Email [accommodation@rgu.ac.uk](mailto:accommodation@rgu.ac.uk)

UNIVERSITY MAIN SWITCHBOARD  
Telephone +44 (0) 1224 262000

## LIST OF POSTGRADUATE COURSES

We recommend visiting our website to find the most up-to-date information on courses.  
[www.rgu.ac.uk/explorepg](http://www.rgu.ac.uk/explorepg)

## POSTGRADUATE OPEN EVENINGS

To register and book a place at one of our postgraduate events, go to:  
[www.rgu.ac.uk/openevening](http://www.rgu.ac.uk/openevening)

## STUDENT FINANCE

For enquiries about fees, finance and scholarships.  
+44 (0)1224 262664  
Email [studentfinance@rgu.ac.uk](mailto:studentfinance@rgu.ac.uk)  
[www.rgu.ac.uk/pgfees](http://www.rgu.ac.uk/pgfees)

## APPLY ONLINE

To apply for a postgraduate course, go to:  
[www.rgu.ac.uk/applyonline](http://www.rgu.ac.uk/applyonline)

Postgraduate admissions team  
For enquiries about your postgraduate application and entry requirements.  
+44 (0)1224 262209  
[PgOffice@rgu.ac.uk](mailto:PgOffice@rgu.ac.uk)

## Disclaimer

This guide is intended as a guide for applicants for courses delivered by Robert Gordon University. In compiling it, the University has taken every care to be as accurate as possible, and the information in this guide is correct at the time of going to print, but the guide must be read as subject to change at any time and without notice.

Please see our website for more information.  
[www.rgu.ac.uk/coursedisclaimer](http://www.rgu.ac.uk/coursedisclaimer)

## CONTACT US

+44 (0)1224 262209  
[PgOffice@rgu.ac.uk](mailto:PgOffice@rgu.ac.uk)  
[www.rgu.ac.uk/explorepg](http://www.rgu.ac.uk/explorepg)

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# Postgraduate subjects

- Accounting and Finance
- Communication, Marketing and Media
- Computing
- Engineering
- Health, Nursing and Midwifery
- Health and Sports Sciences
- Information Management
- Law
- Management
- Pharmacy and Life Sciences
- Social Work and Social Science

Contact us T: +44 (0)1224 262132 E: [better@rgu.ac.uk](mailto:better@rgu.ac.uk) [www.rgu.ac.uk/explorepg](http://www.rgu.ac.uk/explorepg)



See our beautiful campus  
Instagram  
[www.rgu.ac.uk/  
instagram](http://www.rgu.ac.uk/instagram)



Connect with your peers  
Facebook  
[/robertgordonuniversity](https://www.facebook.com/robertgordonuniversity)



Check out our pin boards  
Pinterest  
[www.rgu.ac.uk/pinterest](http://www.rgu.ac.uk/pinterest)



Network and connect  
LinkedIn  
[www.rgu.ac.uk/linkedin](http://www.rgu.ac.uk/linkedin)



Read our student blog  
WordPress  
[www.rgustudentblog.com](http://www.rgustudentblog.com)



Join the conversation  
Twitter  
[/robertgordonuni](https://twitter.com/robertgordonuni)



Watch videos  
Youtube  
[Youtube/  
robertgordonuni](https://www.youtube.com/robertgordonuni)

Get the latest news  
RGU website  
[www.rgu.ac.uk/news](http://www.rgu.ac.uk/news)

