



# Communication

Prospectus

Advanced Diploma Courses

Postgraduate Courses

Certificate, Diploma, Masters

Business Development Courses

# Content and Courses



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## Courses

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- Postgraduate Diploma in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business  
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- Masters in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business  
.....
- Business Development Courses

# Introduction and Course aims

## Introduction

For over forty years, Loughry Campus, Cookstown in conjunction with Queen's University, Belfast has provided a range of courses in Communication. These courses have developed and evolved to meet the changing needs of those working in agri-food and rural businesses. The most recent example of course development is the Advanced Diploma in Personal and Business Communication which provides individuals who have no formal qualifications, but relevant work experience, a route to gain entry into the postgraduate programmes at Certificate, Diploma and MSc levels.

## Our Approach

Our courses seek to develop conceptual understanding of the principles and processes of change within an individual, group or organisational context, through an active and innovative approach to learning and teaching.

## Aim

To develop peoples' knowledge and competencies to enable them to achieve positive change and development within Northern Ireland's agri-food and rural business sectors.

Students are encouraged to take ownership of their learning and development, and to develop critical independent thinking. The course

promotes independent learning through a number of approaches such as problem-based learning exercises, project work, placement opportunities and research. Students are encouraged to reflect upon their personal and professional development and to identify areas, which need further development or practice.

Placement opportunities within the full-time postgraduate programme enable students to develop and apply the competencies developed on the course and to reflect upon course philosophy. For part-time students applied assignments provide the opportunity to relate and contrast classroom theory with their own work experience.



# Course structure and options

## Advanced Diploma in Personal and Business Communication

This course has been designed to meet the specific needs of those working in the agri-food, rural business and community sectors who wish to enhance their communication skills, computer skills and personal effectiveness. The course offers individuals with relevant work experience but no formal qualifications a route to gain entry into the postgraduate programmes.

Examples of topics covered on the course include: working as an effective team, preparing for job interviews and developing interactive presentations.

### Module titles

- Personal communication
- Business communication
- Information, communication and learning technology

### Entry requirements and course duration

- Applicants to the Advanced Diploma programme must be a minimum of 21 years of age and have at least three years relevant work experience in the agri-food or rural business sectors or community areas. Please contact Queen's University Admissions and Access Service for a comprehensive listing of the entry requirements.
- Normally completed over 30 weeks of part-time study



## Postgraduate Certificate in Communication

The Postgraduate Certificate course develops the communication skills required by supervisors /managers to effect positive change in the agri-food and rural business sector. The course consists of three modules, which concentrate on the individual skills required to work effectively and provide an introduction to the core concepts associated with the two options on the Postgraduate Diploma programme.

Examples of topics covered on the course include: developing others, motivating and providing leadership, facilitating organisational change and communicating effectively in a range of situations.

### Module titles

- Communication skills to effect change
- Communication dynamics
- Managing the learning process

### Entry requirements and course duration

- Applicants should normally possess a degree in Agriculture, Geography, Horticulture, Food, Consumer Studies, Business Studies, Environmental Science, Rural and Business Studies or related subject. We welcome applicants with a diverse range of primary degrees as students from these different backgrounds can make a positive impact within the agri-food and rural business sectors. Students successfully completing the Advanced Diploma (obtaining a minimum of 40% in each module) may progress onto the Postgraduate Certificate/Diploma.
- Normally completed over one semester of full-time study or one year of part-time study.

# Course structure and options

## Postgraduate Diploma in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business

The Postgraduate Diploma course builds upon the skills developed in the Postgraduate Certificate course by developing the skills of planning, implementing and evaluating change at an organisational level. Students may specialise either in Training and Development or Strategic Management for Rural Business.

A student must pass the three certificate modules and the three modules within their chosen option to obtain the Postgraduate Diploma award. Examples of topics covered include: project management, resource and needs analysis, internal communication and research and development skills.

### Entry requirements and course duration

- Applicants should normally possess a degree in Agriculture, Geography, Horticulture, Food, Consumer Studies, Business Studies, Environmental Science, Rural and Business Studies or related subject. We welcome applicants with a diverse range of primary degrees as students from these different backgrounds make a positive impact within the agri-food and rural business sectors.

Students successfully completing the Advanced Diploma (obtaining a minimum of 40% in each module) may progress onto the Postgraduate Certificate/Diploma programmes

- Normally completed over one academic year of full-time study or two years of part-time study

### Module titles

Training and Development Option:

- Communication research and development
- Planning and evaluating change management
- Managing employees for rural business

Strategic Management Option:

- Communication research and development
- Planning and evaluating change management
- Strategic management for rural business



# Course structure and options



## Masters in Communication with options in Training and Development for Rural Business or Strategic Management for Rural Business

Upon successful completion of the Postgraduate Diploma course, students with the support of a recognised tutor, undertake research, demonstrating independent, innovative and creative thinking. Students complete a 12,000-word research thesis, where primary data is collected as part of the research process.

### Examples of previous research titles include:

- Owners' perceptions of the contribution of graduates within small food businesses
- Why are we still eating what we eat?
- Risk perception and its affect on the decision making process of managers within the equine/breeding sector in Ireland
- An investigation of employers perception of "excellent communication skills"

### Entry requirements and course duration

- Students who successfully complete all six modules on the Postgraduate Diploma programme (with a minimum of 50% in each module) may complete a research project in an area associated with the option chosen at Postgraduate Diploma level.

- Normally completed over one calendar year of full-time study or three years of part-time study.

### Course benefits:

- Improved communication skills across a range of work situations
- Enhanced capacity to manage change effectively
- More effective decision making
- Better project management skills
- Enhanced performance in the work environment
- Better management of resources effectively
- Increased confidence when dealing with customers and colleagues
- Enhanced career prospects and progression

# Application procedures and course fees

## Application procedures

Applicants for the postgraduate courses should apply on-line using the Queen's University, postgraduate application form which can be accessed at [www.qub.ac.uk](http://www.qub.ac.uk)

Applicants for the Advanced Diploma in Personal and Business Communication have to complete a paper based application form. This can be obtained from the Admissions Office at Loughry Campus.

## Course fees

Course fees are very competitive. Please contact one of the course team using the freephone number (0800 028 4291) for the latest information on course fees.



# Career prospects and Student life

## What are my chances of getting a job when I finish the course?

There are numerous opportunities in the agri-food and rural business sectors for individuals who have the education, training, imagination, ambition and drive to meet the challenges of this dynamic sector. Our record of graduate recruitment is excellent, with over 95% of full-time students gaining employment within six months of completing the course. In addition part-time students have attributed improved job performance and promotion to the course.

## Which jobs will I be qualified for?

Communication students enter with different qualifications and develop different competencies hence there are a wide variety of jobs/careers for which our graduates are qualified. They have developed core competencies that are transferable to a range of situations and have a greater range of career choices than when they entered the programme. Employees are considered to be the most important asset in an organisation and 'good communication skills' and team working are pre-requisites for almost every job.



## Student life

The College encourages students to relax and mix socially. Consequently, there is a wide range of clubs and societies at the Campus with students taking an active role in their management. Accommodation is available on-site in single study bedrooms with self catering facilities in the postgraduate accommodation wing.

Loughry Campus is equipped with up-to-date computer suites and library facilities, which have a comprehensive range of dedicated books and journals and on-line computer databases. The audio-visual facilities include a full range of digital projection equipment, desktop publishing and video editing suites.

The Campus has in recent years undertaken exchange programmes through Erasmus and Christian Aid NI welcoming students from Kenya, Tanzania and Austria to the Campus. Loughry students have also visited these countries to complete their MSc projects.



# Business Development courses



## Business Development courses

The Communication department at Loughry Campus delivers a wide range of bespoke training and short courses to organisations in the agri-food and rural business sectors. In addition all of the accredited modules from the communication course portfolio can be completed on an individual basis.

### Examples of courses previously delivered include:

- Presentation skills
- Meeting skills
- Project management
- Assessment techniques
- Teamwork and motivation
- Managing change

## Research

There is an active communication research programme, which involves near-market research on behalf of companies and local businesses, by students completing their MSc or PhD studies, as well as applied research by staff. The research work is concentrated in areas which reflect the specialist expertise of staff for example: Internal Communication Processes within Businesses; Risk Perception and Food Safety; Consumer Behaviour and Performance Management Initiatives. Staff publish papers in a number of business and scientific journals and deliver lectures at conferences.

# Student views

Don't just take our word for it, here's what past students think...



**"I decided to enrol in the Communication Course because it allowed me to gain additional qualifications that are relevant to my career without having to travel to Belfast. The course has allowed me to study part-time while also being able to develop my practical capabilities at work."**

Ann Kelly  
Venturei Network, Donaghmore



**"The Communication course helped me globalise my career."**

Glenda Clarke  
Linden Foods, Dungannon



**"In my job communication is vital. I have been able to apply the skills developed on the communication course to my daily discussions, whether they are with the Managing Director or with farmers. The experience gained on the course helps bridge the gap between your primary qualification and the world of work. The course was really worthwhile and I would recommend it to any graduate."**

Allen Hall  
Skea Eggs, Pomeroy

# Contact

For application forms  
or general enquiries  
contact either:

**The Admissions Office**  
CAFRE  
Loughry Campus  
Cookstown  
Co Tyrone BT80 9AA  
Freephone: 0800 028 4291  
Website: [www.cafre.ac.uk](http://www.cafre.ac.uk) Textphone:  
028 9052 4420

or

**Admissions and Access Service**  
Queen's University,  
Belfast BT7 1NN  
Telephone: 028 9097 2757  
Website: [www.qub.ac.uk](http://www.qub.ac.uk)

For further details contact:

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