

## MSc Social and Public Communication – Starter Pack – structure, course selection, timetabling

### MSc Social and Public Communication structure

| Code  | Course name                                                                                                          |                                           | Units | Compulsory / Term | Notes                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PB400 | Advances and Debates in Psychological and Behavioural Science                                                        |                                           | 0     | Compulsory AT     | Compulsory non-credit bearing lecture series.                                                                                                                                                                                                                                                                                                                                                                       |
| PB404 | The Social Psychology of Communication                                                                               |                                           | 1     | Compulsory AT     | Core course and crux of the programme, introducing students to the essential theoretical and empirical insights of the MSc.                                                                                                                                                                                                                                                                                         |
| PB411 | Methods for Social Psychology Research: Qualitative and Quantitative Methods                                         |                                           | 1     | Semi-Comp AT      | <b>Students are required to take either PB411 or PB414 as part of the methodology component of their degree.</b><br>Each PB course is made up of two MY courses which, when combined, will provide training in quantitative and qualitative methods in preparation of the empirical component of the dissertation.                                                                                                  |
|       | MY421: Qualitative Research Methods                                                                                  | MY465: Intermediate Quantitative Analysis |       |                   |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB414 | Advanced Methods for Social Psychology Research: Qualitative and Quantitative Methods                                |                                           | 1     | Semi- Comp AT     | The default is PB411, but if a student is already well versed in quant methods, then they're welcome to enrol on PB414 as the advanced option.                                                                                                                                                                                                                                                                      |
|       | MY421: Qualitative Research Methods                                                                                  | MY452: Applied Regression Analysis        |       |                   |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB417 | Consumer Psychology for Sustainability                                                                               |                                           | 0.5   | Optional WT       | <b>Students must choose two Winter term courses from this list that reflect their research interests.</b> The highlighted courses – PB418, PB428, PB429 and PB458 are recommended to SPC students because they align with the core philosophical and intellectual trajectory of the programme. These courses are also taught by SPC faculty members, and most are supported by the SPC graduate teaching assistant. |
| PB418 | Corporate Communications                                                                                             |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB421 | Happiness                                                                                                            |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB428 | Political Psychology: Inequality and Intergroup Relations                                                            |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB429 | Science, Innovation and the Human Future                                                                             |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB431 | Social Psychology of Economic Life: Advanced Topics                                                                  |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB432 | Social Representations: Social Knowledge and Contemporary Issues                                                     |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB433 | Theory and Practice of Organisational Development                                                                    |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB434 | Behavioural Science in an Age of AI and New Technology                                                               |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB436 | The Science of Time at Work                                                                                          |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB438 | Behavioural Science of Cross-Cultural Cooperation and Conflict                                                       |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB439 | Leadership in challenging times                                                                                      |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB440 | Modelling Minds in Society                                                                                           |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB441 | Wellbeing for Policy                                                                                                 |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB457 | Organisational Culture                                                                                               |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB458 | Dialogue: Conflict & Negotiation                                                                                     |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
|       | Or: another Winter term option from the list found here. Students are only able to select one 0.5 course outside PBS |                                           | 0.5   | Optional WT       |                                                                                                                                                                                                                                                                                                                                                                                                                     |
| PB410 | Dissertation                                                                                                         |                                           | 1     | Compulsory WT/ST  | <b>Students are required to write a dissertation of 10,000 words on a subject of their choice that relates to the programme.</b> Students will be paired with a supervisor in Winter term.                                                                                                                                                                                                                          |

MSc programmes at LSE are made up of four units. [Please take time to read through the programme regulations for MSc SPC so you fully understand how these units are allocated across the year.](#) The above table is an overview of the four components that make up MSc SPC. [Term dates can be found here.](#)

## **MSc Social and Public Communication – Starter Pack – structure, course selection, timetabling**

Below are three examples of what your MSc could look like based on what courses you choose:

### **Example 1 (most common combination based on past years):**

PB404 (Core)

PB411 (Methods - made up of MY421 + MY465)

PB418: Corporate Communications + PB458: Dialogue: Conflict & Negotiation (optional Winter course x 2, both PBS)

PB410 (Dissertation)

### **Example 2:**

PB404 (Core)

PB414 (Advanced methods – made up of MY421 + MY452)

PB458: Dialogue: Conflict & Negotiation + PB429: Science, Innovations and the Human Future (optional Winter course x 2, both PBS)

PB410 (Dissertation)

### **Example 3:**

PB404 (Core)

PB411 (Methods - made up of MY421 + MY465)

PB428: Political Psychology: Inequality and Intergroup Relations + GI403 Gender and Media Representation (optional Winter courses x 2, one of which is a Gender Studies outside option)

PB410 (Dissertation)

**Course selection opens for browsing only at 10am on Monday 21<sup>st</sup> September via LSE for You (LFY) and then opens fully to select the courses from 10am on Thursday 24<sup>th</sup> September. This can be accessed for two weeks until 5pm on Friday 9<sup>th</sup> October. [In-depth guidance on course selection can be found here](#). Faculty will not start responding to optional course requests until Friday 25<sup>th</sup> so do not worry if you haven't heard back about any courses in the first day. We will discuss more during the programme induction but, in short, the process looks like this:**

1. Students enrol on PB404 (core course) and PB410 (dissertation), both of which are compulsory courses on the programme. To do this, students input the course code in the search bar and select.
2. Students choose either PB411 or PB414 following the same process. Then you select the seminar choice option to pick a seminar for the MY courses.
3. Students apply for the two optional courses they would like to enrol on in conjunction to their programme regulations (see table above). Students need to provide a short statement (around 100 words) outlining motivation for optional courses (this is built into the interface). When submitted, this goes to the course lead who makes a decision (either accept, reject, or place on waiting list if course is already at capacity).
4. If accepted, the student then approves from their end to confirm their enrolment on the course.
5. Students can only be enrolled on two 0.5 unit courses at any one time.

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### Important info regarding course selection

- Every optional course has a cap depending on how many seminars are running.
- **You will have priority to enrol on PB418, PB428, PB429 and PB458.**
- **Course selection reopens in January before the start of Winter Term.** It is not unusual for students to move optional courses during this window after reflecting on the academic content they have been exposed to during Autumn term however there may be limited capacity by January so will need to contact your PM/PD.

### Timetabling

[All timetabling can be found here.](#) More information about this will be discussed at the programme induction. For PB404 it looks like this:

| Code  | Teaching Title                               | Type | Grp | Day | Room      | Start | Finish | AT Wks                         |
|-------|----------------------------------------------|------|-----|-----|-----------|-------|--------|--------------------------------|
| PB404 | PB404 The Social Psychology of Communication | LEC  | 1   | Tue | CBG.1.02  | 12:00 | 14:00  | 1, 2, 3, 4, 5, 7, 8, 9, 10, 11 |
| PB404 | PB404 The Social Psychology of Communication | LEC  | 1   | Wed | LIFE.WS.2 | 13:00 | 15:00  | 1, 11                          |
| PB404 | PB404 The Social Psychology of Communication | SEM  | 1   | Wed | OLD.1.28  | 10:30 | 12:00  | 2, 3, 4, 5, 7, 8, 9, 10        |
| PB404 | PB404 The Social Psychology of Communication | SEM  | 2   | Wed | FAW.3.01  | 13:30 | 15:00  | 2, 3, 4, 5, 7, 8, 9, 10        |

1. All lectures are on campus.
2. The department will allocate you into seminars for all core PB courses, however you will be able to select your own seminars for most PB half unit options. *Note, seminar times/rooms are subject to change, we will notify you of any updates.*
3. For MY course, you choose one seminar per course via LFY seminar choice (there are lots of options for all MY courses). **You are taking three courses in AT: PB404 and MY421; along with either MY465 or MY452 depending on which methodology package you choose (PB411 or PB414).** In week 1 after Welcome Week you only have PB404 (MY courses start in week 2). As you can see the PB404 lecture will be on Tuesday and you will be allocated into a seminar that occurs on Wednesday. For week 1, the PB404 lecture and seminar are combined in LSE Life Workspace 2 (In the library).
4. Your personal timetable can be viewed via [Studenthub](#) once course selection is complete.

If, at any point, you have questions about the above, or anything at all, feel free to reach out to your programme manager Salv Ridino, ([pbs.msc@lse.ac.uk](mailto:pbs.msc@lse.ac.uk)). Before Welcome Week you will also be allocated an [academic mentor](#). You will meet them during Welcome Week and you can either email or book a meeting with them throughout term.