






**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Public Relations				
Module Code	UMKD6V-15-3	Level	3	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS, Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Business Management with Marketing, BA(Hons) Marketing and BA(Hons) Marketing Communications; BA (Hons) Business and Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	N/A	
First CAP Approval Date	QMAC Dec 11		Valid from	September 2012	
Revision CAP Approval Date	18 November 2015		Revised with effect from#	September 2015	

<b>Review Date</b>	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>Following successful completion of this module, students should:-</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive knowledge and understanding of integrated and strategic public relations in internal , consumer, business to business, political, and international contexts. (A)</li> <li>2. Demonstrate an appreciation of the influences of the external environment on communications strategies.(A)</li> <li>3. Apply appropriate knowledge, analytical techniques and theoretical concepts to public relations issues.(B)</li> <li>4. Locate, extract, analyse, synthesise and evaluate information from multiple sources in the resolution of public relations problems.(B)</li> <li>5. Design public relations recommendations in response to a client brief, incorporating account and media planning and evaluation skills, and creative proposals in both written and oral forms.(B)</li> </ol> <p>In addition the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p> <ul style="list-style-type: none"> <li>• Refine business diagnostic skills</li> <li>• Develop interpersonal communication and managerial skills</li> <li>• Explore and practice negotiation and influencing skills</li> <li>• Develop creative and lateral thinking skills</li> </ul>

	<ul style="list-style-type: none"> <li>• Refine presentation skills</li> </ul>																																			
Syllabus Outline	<ul style="list-style-type: none"> <li>• History and development of public relations</li> <li>• Planning PR campaigns, including environmental analysis and stakeholder analysis, identification and prioritization to determine key publics</li> <li>• PR techniques aligned to internal, consumer, business to business, investor, community and governmental publics, on behalf of both corporate, activist and governmental organisations</li> <li>• Critical use of PR tools including both traditional and digital media</li> <li>• Corporate communications – including reputation management corporate social responsibility and crisis management</li> <li>• Challenges of new communications technologies</li> <li>• Evaluation and monitoring of PR activities</li> <li>• Ethical issues of PR activities</li> </ul>																																			
Contact Hours/Scheduled Hours	Contact will be through three hours lectures and seminars each week. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation.																																			
Teaching and Learning Methods	<p>The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues.</p> <p>Students will be exposed to a variety of different learning activities which may include the following:-</p> <ul style="list-style-type: none"> <li>- Conventional lecture and workshop sessions</li> <li>- Case study analysis</li> <li>- 'Masterclasses' in PR methods and application</li> <li>- Guest lectures</li> <li>- Problem-based challenges</li> <li>- Interactive games</li> </ul> <p>The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</p>																																			
Key Information Sets Information	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">15</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;"></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p>	<b>Key Information Set - Module data</b>										<i>Number of credits for this module</i>				15						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150					
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Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage		40%	
Coursework assessment percentage		60%	
Practical exam assessment percentage		0%	
			100%

### Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.

#### Essential reading

There is no core text for the module, as essential reading is provided on Blackboard or via the library website.

### Indicative Reading List

#### **Books**

- Cornelissen, J. (2011). *Corporate Communications* (3<sup>rd</sup> ed.), London: Sage
- Cottle, S. (Ed.) (2003). *News, Public Relations and Power*. London: Sage
- Davis, A. (2007). *Mastering Public Relations* (2<sup>nd</sup> ed.). London: Palgrave Macmillan
- Green, A. (2009). *Creativity in Public Relations*. London: Kogan Page\*
- Harris, T. L. and Whalen, P.T. (2006). *The Marketer's Guide to Public Relations in the 21<sup>st</sup> Century*. Mason, Ohio; Thomson
- Heath, R. L. (Ed.) (2000). *Handbook of Public Relations*. New York: Sage
- Heath, R. L. (Ed.) (2010). *The SAGE Handbook of Public Relations*. New York: Sage\*
- Holt, N., Bremner, A., Sutherland, E., Vliek, M., Passer, M. and Smith, R (2012). *Psychology: The Science of Mind and Behaviour*. Maidenhead: McGraw Hill
- Kelleher, T. (2007). *Public Relations Online*. Thousand Oaks, CA: Sage\*
- L'Etang, J. (2008). *Public Relations: Concepts, Practice and Critique*. Los Angeles ; Sage
- Moloney, K. (2006). *Rethinking Public Relations: PR Propaganda and Democracy* (2<sup>nd</sup> ed.). London: Routledge\*
- Oliver, S. (2010). *Public Relations Strategy*. London: Kogan Page\*
- Parsons, P.J. (2008). *Ethics in Public Relations* (2<sup>nd</sup> ed.) London: Kogan Page\*
- Phillips, D. & Young, P. (2009). *Online Public Relations*. London: Kogan Page\*
- Tench, R. & Yeomans, L. (2013). *Exploring Public Relations*. London: Pearson\*
- Theaker, A. (2011). *Public Relations Handbook* (4<sup>th</sup> ed.). London: Routledge\*
- Van Riel, C. & Fombrun, C. J. (2007). *Essentials of Corporate Communication*. London: Routledge\*
- Watson, T. and Noble, P. (2007). *Evaluating Public Relations*. London: Kogan Page\*

\* These books are also available as e-books via the library catalogue

	<p><b>Key academic journals available via the library:</b>  Journal of Business Communications  Journal of Communications Management  Journal of Interactive Marketing  Journal of Marketing Communications  Journal of Public Relations Research  Journal of Website Promotion  Marketing Event  Public Relations Quarterly  Public Relations Review</p> <p><b>Practitioner sources:</b>  PR Week  Campaign  Marketing  Marketing Week  Guardian Media</p>
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Part 3: Assessment		
Assessment Strategy	<p>Assessment will be by one individual in-course assignment worth 60% of the overall module mark and a two hour examination worth 40% of the overall module mark.</p> <p>The two hour unseen examination follows a traditional format. At one level the exam will assess the extent of students' knowledge and understanding of relevant marketing communications material across the breadth of the syllabus. However, more importantly, the questions will tap into the critical evaluation abilities of students in bringing a relevant body of theory to bear on public relations issues, and their ability to use that material to produce strong argumentation</p> <p>The coursework assignment has been designed to assess higher level skills of analysis, application, synthesis and evaluation. It offers students the opportunity to demonstrate account, media planning and creative skills in a practical, real-life context as well as demonstrating the ability to apply principles of persuasive communications.</p> <p>The assignment task is in the form of a request from a communications client to an agency to develop plans for a public relations campaign utilising a range of communication mix tools. The plans will be presented in a 2000 word report.</p> <p>Elements of the overall assignment task are related to activities in workshops and reinforced by lecture material.</p>	
Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b> 40%	<b>B:</b> 60%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) Description of each element	<b>Element weighting</b> (as % of component)	
1. Exam ( 2 Hours)	100%	
<b>Component B</b> Description of each element	<b>Element weighting</b> (as % of component)	
1. Individual report ( 2000 words)	100%	

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Exam ( 2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Individual report (2000 words)	100%
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.	