



MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Public Relations				
Module Code	UMKD6V-15-3	Level	3	Version	2
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 , 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	15 December 2016		Revised with effect from	September 2017	

Part 2: Learning and Teaching	
Learning Outcomes	<p>Following successful completion of this module, students should:-</p> <ol style="list-style-type: none"> 1. Demonstrate a comprehensive knowledge and understanding of integrated Demonstrate understanding of the role of public relations in different communication contexts 2. Analyse public relations issues using relevant theory, concepts, and frameworks 3. Evaluate information from multiple sources to develop appropriate public relations plans 4. Create a proposal for a public relations campaign in response to a client brief, incorporating planning skills and creative ideas <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"> • Refine business diagnostic skills • Develop interpersonal communication and managerial skills • Explore and practice negotiation and influencing skills • Develop creative and lateral thinking skills • Refine presentation skills
Syllabus Outline	<ul style="list-style-type: none"> • Development of PR • Reputation management • Planning PR campaigns • Environmental and stakeholder analysis • PR objectives

ACADEMIC SERVICES

	<ul style="list-style-type: none"> • PR strategies and tactics • Effective communication and persuasion • Evaluating PR activity • Ethical issues in PR • Working with the media • PR and social media • Public affairs • Corporate social responsibility • Issues and crisis management 																				
<p>Contact Hours/Scheduled Hours</p>	<p>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.</p>																				
<p>Teaching and Learning Methods</p>	<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"> - Conventional lecture and workshop sessions - Case study analysis - 'Masterclasses' in PR methods and application - Guest lectures - Problem-based challenges - Interactive games <p>The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</p>																				
<p>Key Information Sets Information</p>	<table border="1" data-bbox="483 1240 1394 1632"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">15</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 style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>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:</p>	Key Information Set - Module data					<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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ACADEMIC SERVICES

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<p>Reading Strategy</p>	<p>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.</p> <p>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.</p> <p>Essential reading There is no core text for the module, as essential reading is provided on Blackboard or via the library website.</p>																				
<p>Indicative Reading List</p>	<p>Recommended text - Tench, R. & Yeomans, L. (2013). <i>Exploring Public Relations</i>. London: Pearson</p> <p>Books Brown, R. & Waddington, S. (Eds.). (2013). <i>Share This Too</i>. Chichester: Wiley. Cornelissen, J. (2011). <i>Corporate Communications</i> (3rd ed.), London: Sage. FitzPatrick, L. & Valskov, K. (2014). <i>Internal Communications: A manual for practitioners</i>. London: Kogan Page.* Gregory, A. (2015). <i>Planning and Managing Public Relations Campaigns: A strategic approach</i> (4th ed.). London: Kogan Page. Gordon, A. (2011). <i>Public Relations</i>. Oxford: OUP. Heath, R. L. (Ed.) (2010). <i>The SAGE Handbook of Public Relations</i>. New York: Sage* Oliver, S. (2010). <i>Public Relations Strategy</i>. London: Kogan Page* Parsons, P. J. (2016). <i>Ethics in Public Relations: A guide to best practice</i> (3rd ed.). London: Kogan Page.* Roper, S. & Fill., C. (2012). <i>Corporate Reputation, Brand and Communication</i>. Essex: Pearson.* Tench, R. & Yeomans, L. (2013). <i>Exploring Public Relations</i>. London: Pearson* Theaker, A. (2016). <i>Public Relations Handbook</i> (5th ed.). London: Routledge * Ulmer, R. R., Sellnow, T. L. & Seeger, M. W. (2011). <i>Effective Crisis Communication</i> (2nd ed.). London: Sage.</p> <ul style="list-style-type: none"> • These books are also available as e-books via the library catalogue <p>Key academic journals available via the library Corporate Communications: An International Journal Corporate Reputation Review Journal of Business Communication Journal of Communication Management Journal of Interactive Marketing Journal of Marketing Communications</p>																				

ACADEMIC SERVICES

	<p>Journal of Public Relations Research Public Relations Review</p> <p>Practitioner sources: 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 coursework assignment worth 100% of the overall module mark. The assignment will include two elements; a 2400 word written proposal (worth 80% of the component mark – uncontrolled element) and a 600 word reflective commentary (worth 20% of the component mark – controlled element).</p> <p>The assignment task is in the form of a request from a potential client to a PR agency to develop plans for a public relations campaign. Students will have to respond to the brief in developing a 2400 word written proposal for the campaign. The 600 word reflective commentary is the controlled part of the assessment, as students will be required to reflect on their learning in the module and how they used this in creating the proposal.</p> <p>The required elements of the assignment task are related to activities in workshops and to the lecture and lectorial material.</p> <p>The coursework assignment is designed to assess students' ability to demonstrate understanding of the role of public relations in different communication contexts, analyse public relations issues, and evaluate information from multiple sources to develop appropriate public relations plans. This will culminate in the creation of the proposal in response to the client brief. The assignment will also assess students' ability to communicate persuasively in written form.</p> <p>The re-sit assignment will be another 2400 word written proposal and 600 word reflective commentary, but with a different brief and scenario.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Written proposal (2400 words)	80%
2. Reflective commentary (600 words)	20%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Written proposal (2400 words)	80%
2. Reflective commentary (600 words)	20%
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.	