



MODULE SPECIFICATION

Part 1: Information			
Module Title	Public Relations		
Module Code	UMKD6V-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS, Business and Management		
Contributes towards	BA (Hons) Business Management with Marketing, BA(Hons) Marketing , BA(Hons) Marketing Communications; BA (Hons) Business and Management		
Module type:	Standard		
Pre-requisites	Integrated Marketing Communications UMKD6M-15-2		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<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><i>You will cover:</i></p> <ul style="list-style-type: none"> • Development of PR • Reputation management • Planning PR campaigns • Environmental and stakeholder analysis • PR objectives • 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

Part 3: Assessment

Assessment will be by one individual coursework assignment worth 100% of the overall module mark. The assignment will consist of a 3000 word written proposal. The proposal is a controlled assessment, as students will be required to develop their own ideas for a PR campaign in response to a client brief. The required sections of the proposal will be related to activities in workshops and to the lecture and lectorial material.

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. The assignment will also assess students' ability to communicate persuasively in written form.

The re-sit assignment will be another 3000 word written proposal, but in response to a different brief.

Identify final timetabled piece of assessment
(component and element)

Component A

% weighting between components A and B (Standard modules only)

A:

100%

B:

First Sit

Component A (controlled conditions)
Description of each element

Element weighting
(as % of component)

1. A 3000 word written proposal

100%

Component B
Description of each element

Element weighting
(as % of component)

N/A

Resit (further attendance at taught classes is not required)

Component A (controlled conditions)
Description of each element

Element weighting
(as % of component)

1. A 3000 word written proposal

100%

Component B
Description of each element

Element weighting
(as % of component)

N/A

Part 4: Learning Outcomes & KIS Data

Learning Outcomes

Following successful completion of this module, students should:-

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

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First CAP Approval Date	QMAC Dec 2011			
Revision CAP Approval Date	15 December 2016	Version	2	link to RIA
Revision ASQC Approval Date <i>Update this row each time a change goes to CAP</i>	16 January 2018		3	link to RIA