CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Public Relations					
Module Code	UMKD6V-15-3		Level	3	Version	1
Owning Faculty	FBL		Field	Marketing		
Contributes towards	BA (Hons) Business Studies with Marketing, BA(Hons) Marketing and BA(Hons) Marketing Communications' BA (Hons) Business Studies					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites			Co- requisites			
Excluded Combinations	None		Module Entry requirements			
Valid From	September 2012		Valid to			

CAP Approval Date	

Part 2: Learning and Teaching

Learning Outcomes	Following successful completion of this module, students should:- 1. Demonstrate a comprehensive knowledge and understanding of integrated and strategic public relations in internal , consumer, business to business, political, and international contexts. (A) 2. Demonstrate an appreciation of the influences of the external environment on communications strategies.(A) 3. Apply appropriate knowledge, analytical techniques and theoretical concepts to public relations issues.(B) 4. Locate, extract, analyse, synthesise and evaluate information from multiple sources in the resolution of public relations problems.(B) 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) In addition the educational experience may explore, develop, and practise but not formally discretely assess the following: • 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	• History and development of public relations • Planning PR campaigns, including environmental analysis and stakeholder

	analysis, identification and prioritization to determine key publics
	• PR techniques aligned to internal, consumer, business to business, investor, community and governmental publics, on behalf of both corporate, activist and governmental organisations
	• Critical use of PR tools including both traditional and digital media
	• Corporate communications – including reputation management corporate social responsibility and crisis management
	• Challenges of new communications technologies
	• Evaluation and monitoring of PR activities
	• Ethical issues of PR activities
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	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.

Students will be exposed to a variety of different learning activities which may include the following:-

- Conventional lecture and workshop sessions
- Case study analysis
- 'Masterclasses' in PR methods and application
- Guest lectures
- Problem-based challenges
- Interactive games

The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value. |
| 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
Students are expected to purchase or have open access to following text as it is considered core to the module:-

Tench, R. and Yeomans, L. (2009) *Exploring Public Relations* (2nd ed) FT Prentice Hall |
| Indicative Reading List | **Books**

Cornelissen, J. (2011). *Corporate Communications* (3rd ed.), London: Sage.
Cottle, S. (Ed.) (2003). *News, Public Relations and Power.* London: Sage
Davis, A. (2007). *Mastering Public Relations* (2nd 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 21st Century*. Mason, Ohio; Thomson.
Heath, R. L. (Ed.) (2001). *Handbook of Public Relations.* New York: Sage
Kelleher,T. (2007). *Public Relations Online*, Thousand Oaks, CA: Sage
L'Etang, J. (2008). *Public Relations: Concepts, Practice and Critique.* Los Angeles ; Sage
Marconi, J. (2004). *Public Relations : The Complete Guide.* Mason, Ohio; Thomson.
Moloney, K. (2006). *Rethinking Public Relations: PR Propaganda and Democracy*. London: Routledge.
Oliver, S. (2010). *Public Relations Strategy*. London: Kogan Page*
Parsons, P.J. (2004). *Ethics in Public Relations*, London: Kogan Page*
Phillips. D. & Young, P. (2009). *Online Public Relations*. London: Kogan Page*
Theaker, A. (2008). *Public Relations Handbook* (3rd ed.). London: Routledge
Treadwell, D. & Treadwell, J. (2005). *Public Relations Writing*, London: Sage.
Van Riel, C. & Fombrun, C. J. (2005). *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

Academic and Practitioner Journals

Admap
Business Communications Quarterly
Journal of Advertising Research
Journal of Communications Management
Journal of Interactive Advertising
Corporate Communications
PR Week
Public Relations Review
Journal of Marketing Communications
Journal of Marketing Management
European Journal of Marketing
Other

Any/all broadsheet and tabloid newspapers, magazines, online websites, blogs and social media from key commentators, |

Part 3: Assessment	
Assessment Strategy	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. The two hour unseen examination follows a traditional format with candidates being required to answer three questions out of six. 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 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.

	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. Elements of the overall assignment task are related to activities in workshops and reinforced by lecture material.		

Identify final assessment component and element	**Component A**		
% weighting between components A and B (Standard modules only)		**A:**	**B**:
		40%	60%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Exam (2 Hours)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual report (2000 words)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual report (2000 words)	100%

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.