



MODULE SPECIFICATION

Part 1: Information			
Module Title	Public Relations		
Module Code	UMKD6V-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	Integrated Marketing Communications 2020-21		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p>Educational Aims: In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess 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 <p>Outline Syllabus: The syllabus includes:</p> <ul style="list-style-type: none"> - The history and development of PR - Reputation management - Public affairs - Corporate social responsibility - Planning PR campaigns - Environmental and stakeholder analysis - PR objectives - PR strategies and tactics - Working with the media - PR and social media - Effective communication and persuasion 	

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- Evaluating PR activity
- Ethical issues in PR
- Issues and crisis management

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

Part 3: Assessment

Component A: Campaign proposal and crisis management response (100%)

This is an individual assessment consisting of a written campaign proposal (2400 words) and a written crisis management response (600 words). This is a controlled conditions assessment because students are required to respond to a client brief, developing their own ideas for a PR campaign, and to formulate a response to a hypothetical PR crisis. The assessment will be supported by lecture material and workshops activities, and students will have the opportunity to verbally deliver a draft press statement (as part of the crisis management response) and to receive formative feedback on it before the submission deadline. The assessment is designed to assess students' knowledge and understanding of integrated marketing communications and the role of PR in different communication contexts, their ability to analyse PR issues using relevant theory, concepts and frameworks, and their ability to evaluate information from multiple sources to develop appropriate PR plans. It also assesses students' creativity and ability to communicate persuasively in writing.

The resit assessment will be another written campaign proposal (2400 words) and another written crisis management response (600 words) but in response to a different client brief and hypothetical PR crisis.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Campaign proposal (2400 words) and crisis management response (600 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Campaign proposal (2400 words) and crisis management response (600 words)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Demonstrate a comprehensive knowledge and understanding of integrated marketing communications	MO1

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	Demonstrate understanding of the role of public relations in different communication contexts	MO2
	Analyse public relations issues using relevant theory, concepts, and frameworks	MO3
	Evaluate information from multiple sources to develop appropriate public relations plans	MO4
	Create a proposal for a public relations campaign in response to a client brief, incorporating planning skills and creative ideas	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/umkd6v-15-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19
 Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing Management[Jan][FT][Northshore][3yrs] - Not Running BSc (Hons) 2017-18
 Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2018-19