



Module Specification

Public Relations

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Part 1: Information

Module title: Public Relations

Module code: UMKD6V-15-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following skills:

- Verbal presentation
- Team-working
- Negotiation
- Working under pressure

Outline syllabus: The syllabus includes:

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

Part 3: Teaching and learning methods

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 independent study primarily through the use of case studies.

Students will be exposed to a variety of different learning activities which may

include the following:

- Lectures
- Lectorials
- Workshops
- Case study analysis
- Problem-based challenges
- Interactive exercises and quizzes
- Guest lectures

Module Learning outcomes:

MO1 Analyse public relations issues using relevant theory, concepts, and frameworks

MO2 Apply public relations principles proactively in an integrated marketing communications context

MO3 Apply public relations principles reactively in a reputation management context

MO4 Critically evaluate information from multiple sources to design a public relations campaign in response to a client brief

MO5 Critically evaluate information from multiple sources to develop an appropriate public relations plan

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkd6v-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkd6v-15-3.html>

Part 4: Assessment

Assessment strategy: Component A: Crisis Management Response (40%)

This is a group assessment in which students are required to formulate a response to a hypothetical PR crisis in real time. The assessment will be supported by lecture material and workshop activities, and is designed to assess students' understanding of the role of PR in different communication contexts, as well as their ability to analyse PR issues using relevant theory, concepts and frameworks, and to evaluate information from multiple sources to develop appropriate PR plans.

Component B: Creative Campaign Proposal (60%)

This is an individual written assignment consisting of a creative campaign proposal (1800 words) in which students are required to respond to a client brief, developing their own ideas for a PR campaign. The assessment will be supported by lecture material and workshop activities. It 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 to evaluate information from multiple sources to develop appropriate PR plans.

The Component A referral assessment will be an individual written assignment (1200 words) consisting of a crisis management response but for a different hypothetical PR crisis. The Component B referral assessment will be an individual written assignment (1800 words) consisting of a creative campaign proposal but for a different client brief.

Assessment components:

Set Exercise - Component A (First Sit)

Description: Real-time Crisis Management Response

Weighting: 40 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO3, MO5

Written Assignment - Component B (First Sit)

Description: Creative Campaign Proposal (1800 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Written Assignment - Component A (Resit)

Description: Crisis Management Response (1200 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO5

Written Assignment - Component B (Resit)

Description: Creative Campaign Proposal (1800 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2019-20

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business Management with Marketing {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2021-22

Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2018-19

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2019-20

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

Marketing Communication Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2018-19

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2018-19

Marketing Communication Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing Communication Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19