



## **Module Specification**

### Reputation Management

Version: 2023-24, v2.0, 24 Jan 2023

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>6</b>

## Part 1: Information

**Module title:** Reputation Management

**Module code:** UABAH4-30-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Bower Ashton Campus, Taylors University

**Field:** Broadcast and Journalism

**Module type:** Module

**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:** This module introduces students to the practices of communication in critical contexts, with particular attention being given to the

outcomes of public communication in relation to public perception of organisations and issues.

**Outline syllabus:** The module begins by outlining “reputation management” and the challenges to it in the context of communication and media theory. That is, we begin by interrogating how meaning is constructed in communication practice as a relation between organisation, communicators, critics and feedback loops.

We then move to consider the particular strategies available to organisations and other actors in managing communication about them. The module moves to consider key relations in public communication, noting the significant role of the media, which is analysed by students using theories and concepts to reflect on their own examples of PR practice. The module then analyses communication in crisis situations, wherein the normal flow of organisation-press relations may be disrupted by challenges to the symbolic representation of events and organisations, and how Public Relations professionals attempt to deal with such challenges.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The module uses lectures to introduce theories, themes and approaches.

Seminars will allow students to apply the insights from the lectures to contemporary Public Relations issues taken from a variety of settings and a range of media.

Workshops allow students to develop their writing skills across a range of professional styles.

Tutorials provide individual assistance with assignments.

There are three hours per week of classroom time (combining lectures, workshops, seminars and tutorials) across two semesters (for example, 72 hours contact time)

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Implement and evaluate a basic publicity campaign

**MO2** Understand and manage good press relations

**MO3** Understand and differentiate the various publicity material and events required for the media

**MO4** Understand and evaluate key theories and concepts in communication management

**MO5** Understand the distinctiveness of communication strategies as they relate to reputation and crisis

**MO6** Explain and differentiate issues within crisis management

**MO7** Outline and evaluate how and why crisis occur and how they unfold at different stages

**MO8** Understand key principles and practices of crisis planning and management

**MO9** Analyse real-world examples of crisis and reputation management in politics, economics and social affairs

**MO10** Communicate data and information in a variety of settings

**MO11** Think critically, creatively and independently

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uabah4-30-2.html) via the following link <https://uwe.rl.talis.com/modules/uabah4-30-2.html>

## Part 4: Assessment

**Assessment strategy:** Assessment has been designed so students can show evidence of having gained an understanding of key concepts from the academic and practitioner literature (via the essay) and a mastery of Public Relations writing and content production (via the portfolio).

The classroom teaching enables the development of this conceptual understanding and the mastery of these practical skills by combining traditional lecture material and discussion of readings with practical writing and media workshops.

A range of responses is encouraged because students can follow their interests by choosing their own case study organisations.

All work is individual for this module.

Word counts: Essay – 2,500 words.

Portfolio - 3,000 words.

### Assessment components:

#### Written Assignment (First Sit)

Description: Essay (2,500 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO2, MO3, MO5, MO7, MO8, MO9

#### Portfolio (First Sit)

Description: Practice portfolio (3,000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO11, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Written Assignment (Resit)**

Description: Essay (2,500 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO2, MO3, MO5, MO7, MO9

**Portfolio (Resit)**

Description: Practice portfolio (3,000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO11, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Journalism and Public Relations {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Journalism and Public Relations {Dual} [Taylors] BA (Hons) 2022-23

Journalism and Public Relations {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Journalism and Public Relations {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2021-22

Journalism and Public Relations {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2021-22