



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Reputation Management				
Module Code	UABAH4-30-2	Level	2	Version	1.1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Lens and Moving Image		
Department	Broadcast and Journalism	Module Type	Standard		
Contributes towards	Awards up to BA (Hons) Media Culture and Practice, Joint Awards up to BA (Hons) Media and Journalism and BA (Hons) Journalism and Public Relations, and the UWE/TU Dual Award Framework.				
Pre-requisites		Co- requisites			
Excluded Combinations		Module Entry requirements			
First CAP Approval Date	November 2011	Valid from	September 2012		
Revision CAP Approval Date	17/11/2015	Revised with effect from	September 2015		

<b>Review Date</b>	<i>September 2018</i>
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Part 2: Learning and Teaching	
Learning Outcomes	<p><b>At completion of the module, students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Implement and evaluate a basic publicity campaign. (assessed through components A and B)</li> <li>2. Understand and manage good press relations. (assessed through components A and B)</li> <li>3. Understand and differentiate the various publicity material and events required for the media. (assessed through components A and B)</li> <li>4. Understand and evaluate key theories and concepts in communication management (assessed through component A)</li> <li>5. Understand the distinctiveness of communication strategies as they relate to reputation and crisis. (assessed through components A and B)</li> <li>6. Explain and differentiate issues within crisis management (assessed through component A)</li> <li>7. Out line and evaluate how and why crisis occur and how they unfold at different stages. (assessed through components A and B)</li> <li>8. Understand key principles and practices of crisis planning and management. (assessed through components A and B)</li> <li>9. Analyse real-world examples of crisis and reputation management in politics, economics and social affairs. (assessed through components A and B)</li> <li>10. Communicate data and information in a variety of settings (assessed through</li> </ol>

	<p>component B) 11. Think critically, creatively and independently. (assessed through components A and B)</p>																																
Syllabus Outline	<p>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. 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.</p> <p>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 modules 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 PR professional attempt to deal with such challenges.</p>																																
Contact Hours	<p>There are three hours per week of classroom time (combining lectures, workshops, seminars and tutorials) across two semesters (ie 72 hours contact time).</p>																																
Teaching and Learning Methods	<p>The module uses lectures to introduce theories, themes and approaches.</p> <p>Seminars will allow students to apply the insights from the lectures to contemporary PR issues taken from a variety of settings and a range of media.</p> <p>Workshops allow students to develop their writing skills across a range of professional styles.</p> <p>Tutorials provide individual assistance with assignments.</p>																																
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which a requirement is set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="3"><i>Number of credits for this module</i></td> <td></td> <td style="border: 2px solid black; text-align: center;">30</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th style="color: red;">Hours to be allocated</th> <th style="color: red;">Scheduled learning and teaching study hours</th> <th style="color: red;">Independent study hours</th> <th style="color: red;">Placement study hours</th> <th style="color: red;">Allocated Hours</th> <td></td> </tr> <tr> <td style="text-align: center; color: red;">300</td> <td style="text-align: center; color: red;">72</td> <td style="text-align: center; color: red;">228</td> <td style="text-align: center; color: red;">0</td> <td style="text-align: center; color: red;">300</td> <td style="text-align: center; color: green;">✓</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	<b>Key Information Set - Module data</b>										<i>Number of credits for this module</i>				30						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		300	72	228	0	300	✓
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Reading Strategy	<p>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 web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue.</p> <p>Any <b>essential reading</b> will be indicated clearly, along with the method for accessing it, e.g. students will be referred to texts that are available electronically, etc. This guidance will be available either in the module handbook, via the module information on MyUWE or through any other vehicle deemed appropriate by the module/programme leaders.</p> <p>If <b>further reading</b> is expected, this will be indicated clearly. If specific texts are listed, a clear indication will be given regarding how to access them and, if appropriate, students will be given guidance on how to identify relevant sources for themselves, e.g. through use of bibliographical databases.</p> <p>A reading pack of relevant documents will be supplied. Students will be expected to keep abreast of developments in the area by reading newspapers, web sites and other relevant material. It is important, and will be encouraged, for students to research for relevant articles in their own time.</p>																
Indicative Reading List	<p>Cottle, S. (2003) <i>News, Public Relations and Power</i> London: Sage</p> <p>Doorley, J. and Garcia, A. (2015) <i>Reputation Management</i> (third edition) London: Routledge</p> <p>Griffin, A (2014) <i>Crisis, Issues and Reputation Management</i>, London: Kogan Page</p> <p>L'Etang, J. (2007) <i>Public Relations: Concepts, Practice and Critique</i> London: Sage</p> <p>Zappala, J. and Carden, A. (2010) <i>Public Relations Writing Worktext</i> London: Routledge</p> <p><b>Online (via UWE library)</b>  Journalism: Theory, Practice Criticism  PR Week  WARC – World Advertising Research Center for communication and marketing case studies.</p>																

<b>Part 3: Assessment</b>	
Assessment Strategy	<p>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).</p> <p>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.</p> <p>A range of responses is encouraged because students can follow their interests by choosing their own case study organisations.</p>

	<p>All work is individual for this module.</p> <p>Word counts: Essay – 2,500 words. Portfolio - 3,000 words.</p>
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Identify final assessment component and element	Component A1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	40%	60%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Practice portfolio (3,000 words)	60% (Final)	
<b>Component B</b>		
<b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Essay (2,500 words)	40%	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Practice portfolio (3,000 words)	60% (Final)	
<b>Component B</b>		
<b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Essay (2,500 words)	40%	
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>		