

MODULE SPECIFICATION

Code: UACAH4-30-2 **Title:** Reputation Management **Version:**1
Level: 2 **UWE credit rating:** 30 **ECTS credit rating:** 15
Module type: Standard
Owning Faculty: ACE **Field:** Culture and Media Studies
Faculty Committee approval: CAC (Chairs Action) **Date:** November 2011

Approved for Delivery by: *indicate name of affiliated institution if module will only be delivered by them*

Valid from: September 2012 **Discontinued from:**

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: Introduction to Public Relations and Communications

Co-requisites:

Entry requirements: *If the module is offered as CPD or stand alone, indicate the entry requirements*

Excluded combinations:

Learning outcomes:

At completion of the module, students should be able to:

1. Implement and evaluate a basic publicity campaign. (assessed through components A and B)
2. Understand and manage good press relations. (assessed through components A and B)
3. Understand and differentiate the various publicity material and events required for the media. (assessed through components A and B)
4. Understand and evaluate key theories and concepts in communication management (assessed through component A)
5. Understand the distinctiveness of communication strategies as they relate to reputation and crisis. (assessed through components A and B)
6. Explain and differentiate issues within crisis management (assessed through component A)
7. Outline and evaluate how and why crisis occur and how they unfold at different stages. (assessed through components A and B)
8. Understand key principles and practices of crisis planning and management. (assessed through components A and B)
9. Analyse real-world examples of crisis and reputation management in politics, economics and social affairs. (assessed through components A and B)
10. Communicate data and information in a variety of settings (assessed through component B)
11. Think critically, creatively and independently. (assessed through components A and B)

Syllabus outline:

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.

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.

Teaching and learning methods:

The module uses lectures to introduce theories, themes and approaches.

Partnered 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.

It is expected that students will engage in peer learning groups for formative assessment assignments which will build towards the final assessment.

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 web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue.

Any **essential reading** 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.

If **further reading** 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.

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.

Indicative Reading List: (see guidance notes)

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Cottle, S. (2003) *News, Public Relations and Power* London: Sage

Doorley, J. and Garcia, A. (2011) *Reputation Management* London: Routledge

L'Etang, J. (2007) *Public Relations: Concepts, Practice and Critique* London: Sage

Zappala, J. and Carden, A. (2010) *Public Relations Writing Worktext* London: Routledge

Online (via UWE library)

Journalism: Theory, Practice Criticism

PR week

WARC – World advertising research centre for PR case studies.

Assessment

Please state which element of assessment should be recorded as the final assessment for the purposes of submitting data on non-submissions to HEFCE. (For further information please contact Academic Registry.)

Weighting between components A and B (standard modules only) A: 40% B: 60%

ATTEMPT 1

First Assessment Opportunity (Sit)

Component A

Description of each element

1 Practice portfolio

Element weighting

60% (Final)

Component B

Description of each element

1 Essay (2,500 words)

Element weighting

40%

Component A

Description of each element

1 Practice portfolio

Element weighting

60% (Final)

Component B

Description of each element

1 Essay (2,500 words)

Element weighting

40%

Second Assessment Opportunity (Resit) (further attendance at taught classes is not required)

EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is required.

**Specification confirmed by Jane Arthurs Date 4th October 2011 HoD and Field Leader
(Associate Dean/Programme Director)**