



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Public Relations Skills				
Module Code	UABN5X-30-1	Level	1	Version	1.0
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Broadcast Journalism		
Department	Film and Journalism	Module Type	Standard		
Contributes towards	BA (Hons) Journalism and Public Relations				
Pre-requisites	None	Co- requisites	n/a		
Excluded Combinations	n/a	Module Entry requirements	n/a		
First CAP Approval Date	04/02/16	Valid from	September 2016		
Revision CAP Approval Date	n/a	Revised with effect from	n/a		

Review Date	February 2022
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1) Demonstrate an understanding of the historical origins of PR and its contemporary relevance 2) Use relevant public relations and communication theory to develop communication campaigns and tactics 3) Create and critique a range of public relations content such as news releases and digital content 4) Demonstrate skills in pitching and presenting 5) Develop good practice in learning skills and a professional attitude in the workplace
Syllabus Outline	<p>This module introduces students to basic PR and communication theories and models and explores the role of public relations and communication in a variety of organisational contexts.</p> <p>Alongside the concepts and readings, students develop a range of practical skills from basic writing, to digital content, team working and presentation.</p>
Contact Hours	There are three hours of scheduled teaching per week over two semesters (72 hours in total).

Teaching and Learning Methods	<p>Scheduled learning includes lectures, seminars, practical classes and workshops; supervised time in workshop.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																														
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement 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" data-bbox="459 577 1369 969"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: 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> <table border="1" data-bbox="571 1373 1262 1608"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	50%	Practical exam assessment percentage	50%		100%
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Reading Strategy	<p>Core reading: Any core reading will be indicated clearly, along with the method for accessing it, eg students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically, or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further reading: All students are encouraged to read widely using the library search, a variety of bibliographic and full text databases and Internet resources. Many resources can be accessed remotely. Guidance to some key authors and journal titles available through the Library will be given in the module handbook and updated annually. Assignment reference lists are expected to reflect the range of reading carried out.</p>																														

	<p>Access and skills: Students are expected to be able to identify and retrieve appropriate reading. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.</p>
Indicative Reading List	<p>Indicative reading list: 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. Current advice on additional reading will be available via the module handbook or Blackboard pages.</p> <p>Black, C (2014) <i>The PR Professional's Handbook: Powerful, Practical Communications</i>, London: Kogan Page</p> <p>Gregory, A (2010) <i>Planning and Managing Public Relations Campaigns: A Strategic Approach</i> (third edition) London: Kogan Page</p> <p>Smith, R (2014) <i>Public Relations: the basics</i>, Abingdon: Routledge</p> <p>Theaker, A (2012) <i>The Public Relations Handbook</i> (fourth edition) Abingdon: Routledge</p>

Part 3: Assessment

Assessment Strategy	<p>Strategy: This module is designed to help students develop the skills and knowledge needed to perform junior level public relations functions, so the assessment covers both elements: skills and knowledge.</p> <p>Element A involves an in-class presentation (A1) and a writing test (A2) (eg writing a news release) to assess some basic practical skills.</p> <p>Element B1 will assess knowledge: of theoretical concepts of how organisations use public relations. Core elements of the portfolio will be an essay and a report on an organisation's use of PR and communication.</p> <p>The Assessment:</p> <ul style="list-style-type: none"> • Element A: Practical exam involving an oral presentation and writing test • Element B: Portfolio of coursework • In line with other modules taken at Level 1 by journalism programmes, attendance is assessed.
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Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	A: 50	B: 50
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Presentation	60%	

2. Writing test	30%
3. Attendance	10%
Component B Description of each element	Element weighting (as % of component)
1. Portfolio	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Presentation	70%
2. Writing test	30%
Component B Description of each element	Element weighting (as % of component)
1. Portfolio	100%
<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>	