



Part 1: Information			
Module Title	Public Relations Skills		
Module Code	UABN5X-30-1	Level	1
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA(Hons) Broadcast Journalism BA (Hons) Journalism and Public Relations		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<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. Alongside the concepts and readings, students develop a range of practical skills from basic writing, to digital content, team working and presentation.</p>
Part 3: Assessment: Strategy and Details
<p>Strategy:</p> <ul style="list-style-type: none"> • 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. • Element A involves an in-class presentation (A1) and a writing test (A2) (eg writing a news release) to assess some basic practical skills. • 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>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.

Identify final timetabled piece of assessment (component and element)																							
% weighting between components A and B (Standard modules only)		A:	B:																				
		50%	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																							
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%																					
Part 4: Learning Outcomes & KIS Data																							
Learning Outcomes	On successful completion of this module students will be able to:																						
	•																						
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5"><u>Key Information Set - Module data</u></th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td>300</td> <td>72</td> <td>228</td> <td></td> <td>300</td> </tr> </tbody> </table>			<u>Key Information Set - Module data</u>					<i>Number of credits for this module</i>					Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228		300
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300	72	228		300																			
Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a;																						

Total Assessment	<p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="651 338 1329 568"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>50%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>50%</td> <td></td> </tr> <tr> <td></td> <td></td> <td>100%</td> <td></td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		50%		Practical exam assessment percentage		50%				100%	
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Written exam assessment percentage		0%																			
Coursework assessment percentage		50%																			
Practical exam assessment percentage		50%																			
		100%																			
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. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms. Additional digital materials are made available through Blackboard. https://uwe.rl.talis.com/search.html?q=uabn5x</p>																				

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First CAP Approval Date	4/2 2016			
Revision CAP Approval Date	12/12/2017	Version	2	Link to MIA