




MODULE SPECIFICATION

Part 1: Information			
Module Title	Reputation Management		
Module Code	UPCNJX-30-2	Level	2
For implementation from	September 2021		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Department of Creative and Cultural Industries		
Contributes towards	BA (Hons) Media and Communications (PR)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	Social Media Management		
Module Entry requirements			

Part 2: Description
<p>This workshop module will introduce you to communication practice in critical contexts, with particular attention being given to public perception of organisations and their issues. It will examine the links between an organisation and its publics in terms of how reputations are constructed and managed.</p> <p>This module will focus on how reputation management works in terms of both start-up businesses and established organisations. It will provide you with a toolkit of PR skills that are vital in reputation management terms, as well as allowing you to examine and question PR practice from a theoretical angle.</p> <p>You will also begin to implement PR campaigns to address reputation management issues for a range of organisations.</p>
Part 3: Assessment
<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). Students can follow their interests by choosing their own case study organisations and preparing original material for real-life organisations.</p> <p>The classroom teaching enables the development of this conceptual understanding and the mastery of these practical skills by combining discussion of concepts with practical writing and media workshops. Students will</p>

receive formative feedback on their work during workshops.		
Students are required to submit a portfolio which will include examples of practical PR tasks. These may include a basic PR campaign, media releases, social media policies, briefing documents and features. They will also submit an essay which will demonstrate their understanding of the key reputation management theoretical concepts.		
The portfolio will be a total of 2500 words (learning outcomes 1, 2, 3, 4, 6 and 8) and the essay will be 2500 words (learning outcomes 5, 6, 7 and 8).		
Identify final timetabled piece of assessment (component and element)		<i>Component A2</i>
% weighting between components A and B (Standard modules only)		A:
		B:
		100
First Sit		
Component A (controlled conditions) Description of each element		Element weighting
1. Practice portfolio (2500 words)		60
2. Essay (2500 words)		40
Component B Description of each element		Element weighting
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element		Element weighting
1. Practice portfolio (2500 words)		60
2. Essay (2500 words)		40
Component B Description of each element		Element weighting
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Implement and evaluate a basic publicity campaign (A1) 2. Produce polished, targeted and appropriate practical PR material (A1) 3. Understand and manage good press relations (A1) 4. Understand and differentiate the various publicity material and events required for the media (A1) 5. Understand and evaluate key theories and concepts in communication management (A2) 6. Understand and evaluate the distinctiveness of communication strategies as they relate to reputation (A1 and A2) 7. Analyse real-world examples of reputation management in politics, economics and social affairs (A2) 8. Think critically, creatively and independently (A1 and A2) 	
Key Information Sets Information		

(KIS)	Key Information Set - Module data																														
Contact Hours	<i>Number of credits for this module</i>				15																										
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																										
150	36	114	0	150																											
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;																														
	<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"> <tr> <td>Total assessment of the module:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td colspan="4">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td colspan="4">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td colspan="4">0%</td> </tr> <tr> <td></td> <td colspan="4">100%</td> </tr> </table>					Total assessment of the module:					Written exam assessment percentage	0%				Coursework assessment percentage	100%				Practical exam assessment percentage	0%					100%				
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Reading List	https://rl.talis.com/3/uwe/lists/E40C1247-5CC7-4FDF-1550-7540A640B820.html																														

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First Approval Date (and panel type)	24 March 2020 UVP			
Revision ASQC Approval Date		Version	1	