



Module Specification

Reputation Management

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Part 1: Information

Module title: Reputation Management

Module code: UPCNJX-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: Social Media Management 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

You will also begin to implement PR campaigns to address reputation management issues for a range of organisations.

Part 3: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Implement and evaluate a basic publicity campaign.

MO2 Produce polished, targeted and appropriate practical PR material.

MO3 Understand and manage good press relations.

MO4 Understand and differentiate the various publicity material and events required for the media.

MO5 Understand and evaluate key theories and concepts in communication management.

MO6 Understand and evaluate the distinctiveness of communication strategies as they relate to reputation.

MO7 Analyse real-world examples of reputation management in politics, economics and social affairs.

MO8 Think critically, creatively and independently.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

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 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).

Assessment tasks:

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO5, MO6, MO7, MO8

Portfolio (First Sit)

Description: Practice portfolio (2500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO6, MO8

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO5, MO6, MO7, MO8

Portfolio (Resit)

Description: Practice portfolio (2500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO6, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Public Relations) [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][SW][Frenchay][5yrs]
BA (Hons) 2021-22

Media Communications (Public Relations) [Sep][PT][Frenchay][6yrs] BA (Hons)

2020-21