



MODULE SPECIFICATION

Part 1: Information			
Module Title	PR Campaign Skills		
Module Code	UPCNJU-30-3	Level	3
For implementation from	September 2022		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Communications (PR)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	Crisis Communications		
Module Entry requirements	None		

Part 2: Description	
<p>This workshop module will equip you with the skills needed to run a range of PR campaigns, both as a team and as an individual practitioner. It will allow you to demonstrate your ability to develop and present a range of suitable strategies and tactics in response to 'live' briefs. You will be given the chance to run your own agency during the module and to devise a range of campaigns. You will also examine and critique real-life campaigns.</p>	
Part 3: Assessment	
<p>The module encourages students to develop their competence and expertise in a public relations advisory role. Workshops will allow them to be given formative feedback on work in progress.</p> <p>Element A assesses their ability to apply the principles of strategic public relations planning to a live brief and is assessed through a group presentation (A1, learning outcomes 1, 2, 3, 4, 5 and 6) and an individual executive summary of 1000 words (B1, learning outcomes 1, 2, 3, 5 and 6).</p> <p>Element B assesses their ability to write an individual communications strategy of 1500 words for a client (B2, learning outcomes 3, 5 and 6) and an essay of 2000 words (B3, learning outcomes 6 and 7).</p> <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 strategic and tactical planning (via the presentation, executive summary and report). Students may be able to follow their interests by choosing their own case study organisations and preparing original material for real-life organisations.</p>	
Identify final timetabled piece of assessment	<i>Component B3</i>

(component and element)			
% weighting between components A and B (Standard modules only)		A: 25	B: 75
First Sit			
Component A (controlled conditions) Description of each element		Element weighting	
1. Group presentation		100%	
Component B Description of each element		Element weighting	
1. Executive summary (1000 words)		34%	
2. Communications strategy (1500 words)		33%	
3. Essay (2000 words)		33%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting	
1. Individual presentation		100%	
Component B Description of each element		Element weighting	
1. Executive summary (1000 words)		34%	
2. Communications strategy (1500 words)		33%	
3. Essay (2000 words)		33%	
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. Create, plan and implement campaign strategies and tactics to create feasible and professional campaigns for clients (A1, B1). 2. Demonstrate an understanding of the requirements of both team and individual campaigns (A1, B1) 3. Demonstrate an understanding of PR markets and clients' needs (A1, B1, B2) 4. Present to an audience with confidence and clarity (A1) 5. Produce high-quality PR material for clients (A1, B1, B2) 6. Think critically, creatively and independently (A1, B1, B2, B3) 7. Understand and evaluate key theories and concepts in strategic planning (B3) 		

Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="5">Key Information Set - Module data</td> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center; border: 2px solid black;">15</td> </tr> <tr> <td style="background-color: #e0e0e0;">Hours to be allocated</td> <td style="background-color: #e0e0e0;">Scheduled learning and teaching study hours</td> <td style="background-color: #e0e0e0;">Independent study hours</td> <td style="background-color: #e0e0e0;">Placement study hours</td> <td style="background-color: #e0e0e0;">Allocated Hours</td> <td></td> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> <td style="text-align: center;"></td> </tr> </table>	Key Information Set - Module data					<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	
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <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>																											
Total Assessment	<table border="1" style="width: 100%; border-collapse: collapse; margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> </tr> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">70%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">15%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Total assessment of the module:		Written exam assessment percentage	70%	Coursework assessment percentage	15%	Practical exam assessment percentage	15%		100%																	
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Reading List	https://rl.talis.com/3/uwe/lists/0B6E7125-06D5-59EA-9C54-AAE5691D6B41.html																											

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