



Module Specification

PR Campaign Skills

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Part 1: Information

Module title: PR Campaign Skills

Module code: UPCNJU-30-3

Level: Level 6

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: Reputation Management 2023-24, Social Media Management 2023-24

Excluded combinations: None

Co-requisites: Crisis Communications 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The module 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.

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 Create, plan and implement campaign strategies and tactics to create feasible and professional campaigns for clients.

MO2 Demonstrate an understanding of the requirements of both team and individual campaigns.

MO3 Demonstrate an understanding of PR markets and clients' needs.

MO4 Present to an audience with confidence and clarity.

MO5 Produce high-quality PR material for clients.

MO6 Think critically, creatively and independently.

MO7 Understand and evaluate key theories and concepts in strategic planning.

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: 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.

Their ability to apply the principles of strategic public relations planning to a live brief is assessed through a group presentation (learning outcomes 1, 2, 3, 4, 5 and 6) and an individual executive summary (learning outcomes 1, 2, 3, 5 and 6).

The written assignment assesses their ability to carry out academic research and apply theory to real world situations. (learning outcomes 1, 2, 3, 4, 5 and 6)

Assessment has been designed so students can show evidence of having gained an understanding of key concepts from the academic and practitioner literature and a mastery of public relations strategic and tactical planning .

Students may be able to follow their interests by choosing their own case study organisations and preparing original material for real-life organisations.

Assessment tasks:

Presentation (First Sit)

Description: Group presentation (15 minutes plus 5 minutes for questions)

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (First Sit)

Description: Executive Summary (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO6, MO7

Presentation (Resit)

Description: Presentation: 6-8 slides plus 5 minutes pre-recorded video presentation to accompany slides

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: Executive summary (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Public Relations) [Sep][FT][Frenchay][3yrs] BA (Hons)
2021-22

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2020-21

Media Communications (Public Relations) [Sep][SW][Frenchay][4yrs] BA (Hons)
2020-21