



University of the
West of England

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Introduction to Public Relations and Communications				
Module Code	UACAKF-15-1	Level	1	Version	1.0
Owning Faculty	ACE	Field	CMS		
Contributes towards	BA (Hons) Journalism and Public Relations BA (Hons) Journalism BA (Hons) English and Journalism BA (Hons) Media and Journalism				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	NA	
Valid From	September 2012		Valid to	September 2018	

CAP Approval Date	June 1, 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the historical origins of PR and its contemporary relevance (Assessed in Component A) 2. Identify how the changing, event-driven contexts in which organisations operate influence operations and decision-making (Assessed in Component A) 3. Use relevant public relations and communication theory to create and understand PR and communication strategies and tactics (Assessed in Component A) 4. Explain the processes and practices involved in creating promotional messages across a variety of audiences, markets and media (Assessed in Component A) 5. Demonstrate knowledge of the legal and ethical issues relating to PR and communication more generally in an international context (Assessed in Component A) 6. Think critically, creatively and independently (Assessed in Component A) 7. Demonstrate time keeping and professional conduct (Assessed through component B)

Syllabus Outline	<p>Taught over one semester.</p> <p>This module introduces students to the basics of PR and communication theory in a variety of contexts. The module begins with a historical overview of PR and related forms of communication through which its contemporary relevance can be understood. PR is then analysed through the prism of communication theory, where its significance as a particular mode of communication can be understood.</p> <p>The contemporary forms and practices of communication and PR are explicated with the use of examples drawn from differing organisational contexts – from public and governmental organisations to commercial businesses. We consider the distinct needs of different organisations, especially in respect of their clients, and how events impact on the strategies of these organisations. Through these considerations we outline key concepts and theories in communication, PR and marketing.</p>
Contact Hours/Scheduled Hours	Contact time: One hour lecture plus a one hour seminar each week plus optional tutorial hour every week. 4 hours/ week = 36-48 hours
Teaching and Learning Methods	<p>Scheduled learning</p> <ul style="list-style-type: none"> • Students will be required to attend a 1 hour lecture each week as well as seminars averaging 1 hours per week • Students will be taught by specialist lecturers from within UWE as well as guest lecturers with particular fields of expertise. • Partnered seminars will allow students to apply the insights from the lectures to contemporary PR issues taken from a variety of settings and a range of media. • It is expected that students will engage in peer learning groups for formative assessment assignments which will build towards the final assessment. <p>Independent learning</p> <ul style="list-style-type: none"> • Students will be required to undertake research for their portfolio as part of the assessment. • Students will need to spend time reading, viewing and listening to news output. • Students will be required to spend time reading set texts
Reading Strategy	<p>Core (essential) reading is required for this module and will be indicated from the outset in the module handbook via the module information on MyUWE or by the module tutors. Additional core readings that facilitate exercises and stimulate discussion (and are brief) may be clearly identified during the run of the module, e.g., a topical news article. Students will be given clear guidance on how to access these readings. Digital access will be the preferred option. Further reading is advisable for this module and students are encouraged to explore additional texts held in the library. These include a wide variety of print and online resources. The Library Service's web pages provide access to subject relevant resources and services, and to the library catalogue. A current list of indicative titles of relevance to the module is given in the module handbook and revised annually. Guidance will be provided about how to access further reading and how students can identify relevant sources for themselves. To support students' development of information literacy skills, academic staff and the subject librarian will regularly review provision and support in line with current reading strategies.</p>
Indicative Reading List	Davis, A. (2002) <i>Public Relations Democracy</i> . Manchester: Manchester University Press.

Ewan, S. (1998) *PR!: A Social History of Spin*. New York: Basic Books.

McQuail, D. (2010) *McQuail's Mass Communication Theory*. 6th ed. London: Sage.

Thussu, D. (2009) *International Communication: a Reader*. London: Routledge.

Tench, R. and Yeomans, L. (2009) *Exploring Public Relations*. 2nd ed. London: Prentice Hall.

Part 3: Assessment

Assessment Strategy

Students will be required to produce a research-based essay in which they will illustrate their understanding of the relation between public relations, organisations and the public by drawing on key readings and theoretical debates, drawing on evidence from their own case studies to further animate the issues at hand. The essay will include examples of PR writing by the students, on which they will reflect.

Time will be given over in seminars for students to develop and discuss their essays and non assessed formative feedback from tutors and peers will be given.

Assessment Criteria	Relating to Learning Outcomes	Source of Evidence
1. Ability to write a coherent and analytically rigorous essay	6, 7	Final essay, Attendance
2. Understanding of the origins, context, practices, roles, functions and relations of public relations in a variety of settings	1, 2, 3	Final essay
3. Critical engagement with readings and debates on the relation between journalism and PR	2, 3, 4, 5	Final essay
4. Evaluate processes and practices of PR in concrete organisational situations	2, 3, 4, 5	Final essay

Identify final assessment component and element	Essay A1	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Essay (2000 words)	90%	
2. Attendance	10%	
Component B Description of each element	Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Essay (under exam condition)	100%	
Component B Description of each element	Element weighting (as % of component)	
1.		
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		