University of the West of England
BRISTOL

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	1.1
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	

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Demonstrate an understanding of the historical origins of PR and its contemporary relevance (Component A) 2. Identify how the changing, event-driven contexts in which organisations operate influence operations and decision-making (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 (Component A) 5. Deconstruct and produce press releases (Component A). 6. Demonstrate knowledge of the legal and ethical issues relating to PR and communication more generally in an international context (Component A) 7. Demonstrate time keeping and professional conduct (Component B)
Syllabus Outline	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.

	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.
Contact Hours/Scheduled Hours	- Students can expect a total of **24** hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes lectures, seminars and tutorial hours. - Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means.
Teaching and Learning Methods	**Scheduled learning** - Students will be required to attend a lecture as well as seminars. - 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. **Independent learning** - 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. They are expected to use examples of this to inform their seminar contributions and portfolio. - Students will be required to spend time reading set texts
Key Information Sets information	(see table below)

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	24	126	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not

	necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:		
		0%
Coursework assessment percentage		90%
Attendance percentage		10%
		100%

Reading Strategy	Essential reading may be supplied as printed copies or made available electronically via Blackboard. Essential reading may include not just specific articles but set text books. In addition, students will expected to undertake further reading and viewing from a list of texts and resources chosen especially to support the module, listed in the Handbook and revised annually, or from topical items identified during the run of the module. These will help develop students understanding of the key topics and we will recommend they explore a selection in whole or in part. Most resources should be available in the campus library or electronically via the web but exceptionally they may not be and this will be indicated in the Module Handbook. Formal opportunities for students to develop their library access and information skills will be provided within the induction period and via the GDP. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.
Indicative Reading List	Davis, A. (2002) *Public Relations Democracy.* 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 Component A: Portfolio. This is a research-based essay portfolio 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 portfolio will include examples of PR writing by the students, on which they will produce press releases and reflect on the work that they have produced. 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 work that will include press releases and a	6, 7	Portfolio, Attendance

		critical reflection.		
	2.	Understanding of the origins, context, practices, roles, functions and relations of public relations in a variety of settings	1, 2, 3	Portfolio
	3.	Critical engagement with readings and debates on the relation between journalism and PR	2, 3, 4 ,5	Portfolio
	4.	Evaluate processes and practices of PR in concrete organisational situations	2, 3, 4 ,5	Portfolio

Identify final assessment component and element	Portfolio

	A:	B:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (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.