



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	PR Practices and Strategies				
Module Code	UABAHN-30-3	Level	3	Version	1.1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Broadcast and Journalism		
Department	Film and Journalism	Module Type	Standard		
Contributes towards	BA (Hons) Journalism and Public Relations and the UWE/TU Dual Award Framework				
Pre-requisites	UABAH4-30-2 Reputation Management	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
First CAP Approval Date	CAC Chair's action November 2011	Valid from			
Revision CAP Approval Date		Revised with effect from	Sept 2014 (retrospective approval)		

<b>Review Date</b>	
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>Analyse the communications environment and identify the relevant publics in national and global settings.</li> <li>Use relevant marketing and public relations theory to create, plan and implement campaign strategies and tactics.</li> <li>Understand the nature, development and importance of traditional, database and online PR.</li> <li>Develop innovative campaigns that lead to long term relationship management.</li> <li>Identify and debate the ethical implications of PR and comply with professional 'best practice' endorsed by industry organisations.</li> <li>Use, and innovate the use of networks and social media platforms to engage with a variety of publics.</li> <li>Present to an audience with confidence and clarity</li> </ul>
Syllabus Outline	<p>This module builds on learning from L1 and L2 (such as L1: Introduction to Public Relations Communication and L2: Reputational Management) while introducing more advanced theoretical and analytical tools and practices that will ultimately allow students to demonstrate their ability to develop a range of suitable strategies for a 'live' brief that will be determined by UWE in conjunction with a PR agency.</p> <p>The syllabus focuses on contemporary 'real world' case studies of PR</p>

	<p>campaigns to explore the issues for a variety of sectors, between organisations and between organisations and their clients. The syllabus explores traditional channels, direct, database as well as online social platforms such as Blogs, Twitter and Facebook. Other elements cover approaches to PR for internal and external communications, PR in politics, ethical and corporate social responsibility and other issues that inform the PR industry and practitioners today in the UK and abroad.</p>																									
<p>Contact Hours</p>	<p>Scheduled teaching is delivered through a weekly one-hour lecture and a weekly two-hour seminar or workshop. In addition, there are weekly opportunities to meet the module leader individually or in small groups to discuss progress on the assignment; and there is a supplementary programme of visits and guest lectures to provide context of public relations in the workplace.</p>																									
<p>Teaching and Learning Methods</p>	<p>The module uses lectures to introduce theories, themes and approaches.</p> <p>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.</p> <p>Masterclasses with PR professionals will also be held to allow students to understand the relevance of their learning to a spectrum of organisations and their communicative needs.</p> <p>Workshops provide tips and techniques on professional writing and use of social media.</p> <p>It is expected that students will engage in peer learning groups for formative assessment assignments which will build towards the final assessment.</p> <p><b>Scheduled learning</b> includes lectures, seminars, tutorials and workshops.</p> <p><b>Independent learning</b> includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																									
<p>Key Information Sets Information</p>	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="464 1406 1362 1809"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>300</td> <td>36</td> <td>264</td> <td>0</td> <td>300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p>	<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	36	264	0	300
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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:			
Written exam assessment percentage		0%	
Coursework assessment percentage		70%	
Practical exam assessment percentage		30%	
		100%	

<p>Reading Strategy</p>	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue.</p> <p>Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students will be referred to texts that are available electronically, etc. This guidance will be available either in the module handbook, via the module information on MyUWE or through any other vehicle deemed appropriate by the module/programme leaders.</p> <p>If further reading is expected, this will be indicated clearly. If specific texts are listed, a clear indication will be given regarding how to access them and, if appropriate, students will be given guidance on how to identify relevant sources for themselves, e.g. through use of bibliographical databases.</p> <p>A reading pack of relevant documents will be supplied. However it is important, and will be encouraged, for students to research for relevant articles in their own time.</p>
<p>Indicative Reading List</p>	<p>Brown, R (2009) Public Relations and the Social Web; How to use social media and web 2.0 in communications, London: Kogan Page.</p> <p>Gregory, A (2010) Planning and Managing Public Relations Campaigns: A Strategic Approach (third edition), London: Kogan Page</p> <p>Hollensen S, (2006) Marketing planning: a global perspective, McGraw Hill, UK</p> <p>Tench R &amp; Yeomans L, (2014) Exploring Public Relations (third edition), Harlow: Pearson</p> <p>Theaker, A and Yaxley, H (2013) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice, Abingdon: Routledge</p> <p><u>Online (via UWE library)</u>          Harvard Business review          PR Week          WARC – World advertising research centre for PR case studies.</p>

<p align="center"><b>Part 3: Assessment</b></p>	
<p>Assessment Strategy</p>	<p>Strategy: The assessment is designed to assess a range of skills required in public relations consultancy work.</p> <p>It involves a group presentation (A: 30%) and a portfolio to include an</p>

	<p>individual written summary with sample campaign documents (B: 70%). Both elements are based on the same brief.</p> <p>Students are thus challenged to work in teams to deliver a credible consultants' presentation (20 minutes plus ten minutes for questions).</p> <p>Individuals can take this work and write their persuasive executive summary of the campaign (1000 words) plus two or three public relations 'outputs' relating to the campaign (eg press release, letter) (1000 words).</p> <p>Professional writing is another core skill for public relations practice and this is assessed in component B.</p>
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Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>30</b>	<b>70</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Presentation and supporting documents	100	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Practice portfolio (final assessment)	100	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Presentation and supporting documents	100	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Practice portfolio (final assessment)	100	
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>		