

MODULE SPECIFICATION

Code: UACAHN-30-3 Title: PR Practices and Strategies

Version:1

Level: 3

UWE credit rating: 30

ECTS credit rating: 15

Module type:

Standard

Owning Faculty:

ACE

Field:

Culture and Media Studies

Faculty Committee approval: CAC (Chairs Action)

Date: November 2011

Approved for Delivery by: indicate name of affiliated institution if module will only be delivered by them

Valid from: September 2012

Discontinued from:

Contributes towards: Awards up to BA (Hons) Media Culture and Practice, Joint Awards up to BA (Hons) Media and Journalism and BA (Hons) Journalism and Public Relations, and the UWE/TU Dual Award Framework.

Pre-requisites: Reputation Management

Co-requisites:

Entry requirements: *If the module is offered as CPD or stand alone, indicate the entry requirements*

Excluded combinations:

Learning outcomes:

At completion of the module , students should be able to:

1. Analyse the communications environment and identify the relevant publics in national and global settings.
2. Use relevant marketing and public relations theory to create, plan and implement campaign strategies and tactics.
3. Understand the nature, development and importance of traditional, database and online PR.
4. Develop innovative campaigns that lead to long term relationship management.
5. Identify and debate the ethical implications of PR and comply with professional 'best practice' endorsed by industry organisations.
6. Use, and innovate the use of networks and social media platforms to engage with a variety of publics.
7. Present to an audience with confidence and clarity

Syllabus outline:

This module builds on learning from L1 and L2 (such as L1: Pr and Communications 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.

The syllabus focuses on contemporary 'real world' case studies of PR 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.

Teaching and learning methods:

The module uses lectures to introduce theories, themes and approaches.

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.

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

It is expected that students will engage in peer learning groups for formative assessment assignments which will build towards the final assessment.

Reading Strategy

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.

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.

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.

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.

Indicative Reading List: (see guidance notes)

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Brown, R (2009) *Public Relations and the Social Web; How to use social media and web 2.0 in communications*, Kogan Page, London.

Hollensen S, (2006) *Marketing planning: a global perspective*, McGraw Hill, UK

Tench R & Yoemans L, (2006) *Exploring Public Relations*, Prentice Hall, England

Online (via UWE library)

Harvard Business review

PR week

WARC – World advertising research centre for PR case studies.

Assessment

Please state which element of assessment should be recorded as the final assessment for the purposes of submitting data on non-submissions to HEFCE. (For further information please contact Academic Registry.)

Weighting between components A and B (standard modules only) A: 25% B: 70%0

ATTEMPT 1

First Assessment Opportunity (Sit)

Component A

Description of each element

Element weighting

Presentation and supporting documents

25%

Component B

Description of each element

Element weighting

Practice Portfolio (FINAL ASSESSMENT)

75%

Second Assessment Opportunity (Resit) (further attendance at taught classes is not required)

Component A

Description of each element

Element weighting

Presentation and supporting documents

25%

Component B

Description of each element

Element weighting

Practice Portfolio

75%

EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is required.

Specification confirmed by Jane Arthurs HoD and Field Leader 4th October 2011-10-04

(Associate Dean/Programme Director)