



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	PR Consultancy Skills				
Module Code	UABN5W-30-3	Level	3	Version	1.0
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 Taylor's Dual Award				
Pre-requisites	UABAH4-30-2 Reputation Management	Co- requisites	n/a		
Excluded Combinations	n/a	Module Entry requirements	n/a		
First CAP Approval Date	04/02/16	Valid from	September 2016		
Revision CAP Approval Date	n/a	Revised with effect from	n/a		

Review Date	February 2022
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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) Use relevant theory to create, plan and implement campaign strategies and tactics. 2) Present to an audience with confidence and clarity 3) Demonstrate an understanding of issue and crisis management concepts 4) Demonstrate practical skills in crisis management
Syllabus Outline	<p>In semester one, this module allows students to demonstrate their ability to develop and present a range of suitable strategies and tactics in response to a 'live' brief.</p> <p>In semester two the syllabus revolves around the issue and crisis lifecycle, providing context in organisational culture, the media environment and wider reputation management. It covers stakeholder management (including relationships with activists) and explores questions of ethics and corporate responsibility.</p>
Contact Hours	There are three hours of scheduled teaching per week over two semesters (72 hours in total).
Teaching and Learning	Scheduled learning includes lectures, seminars, practical classes and workshops; supervised time in workshop.

Methods	<p>Independent learning 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>																														
Key Information Sets Information	<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="459 488 1369 880"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></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 style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>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</p> <p>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:</p> <table border="1" data-bbox="571 1279 1262 1514"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Key Information Set - Module data					<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	72	228	0	300	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
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Reading Strategy	<p>Core reading: Any core reading will be indicated clearly, along with the method for accessing it, eg students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically, or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further reading: All students are encouraged to read widely using the library search, a variety of bibliographic and full text databases and Internet resources. Many resources can be accessed remotely. Guidance to some key authors and journal titles available through the Library will be given in the module handbook and updated annually. Assignment reference lists are expected to reflect the range of reading carried out.</p> <p>Access and skills: Students are expected to be able to identify and retrieve appropriate reading.</p>																														

	Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.
Indicative Reading List	<p>Indicative reading list:</p> <p>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. Current advice on additional reading will be available via the module handbook or Blackboard pages.</p> <p>Coombs, WT (2012) <i>The Handbook of Crisis Communication</i>, Chichester: Wiley-Blackwell</p> <p>Coombs, WT and Holladay, S (2010) <i>PR Strategy and Application</i>, Chichester: Wiley</p> <p>Cornelissen, J (2014) <i>Corporate Communication: A Guide to Theory and Practice</i> (fourth edition) London: Sage</p> <p>Gregory, A (2010) <i>Planning and Managing Public Relations Campaigns: A Strategic Approach</i> (third edition), London: Kogan Page</p> <p>Griffin, A (2014) <i>Crisis, Issues and Reputation Management</i>, London: Kogan Page</p> <p>Tench, R and Yeomans, L (2014) <i>Exploring Public Relations</i> (third edition) Harlow: Pearson</p> <p>Theaker, A and Yaxley, H (2013) <i>The Public Relations Strategic Toolkit</i>, Abingdon: Routledge</p>

Part 3: Assessment

Assessment Strategy	<p>Strategy:</p> <p>The module encourages students to develop their competence and expertise in a public relations advisory role.</p> <p>Element A assesses their ability to apply the principles of strategic public relations planning to a case study and is assessed through a group presentation (A1) and an individual proposal (A2).</p> <p>Element B assesses their mastery of issue and crisis management principles through a report of no more 1,000 words (B1) and a reflective essay of no more than 2,000 words (B2).</p> <p>The Assessment:</p> <ul style="list-style-type: none"> • Element A: Presentation and proposal • Element B: Report and essay
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Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	A: 50	B: 50
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	

1. Group Presentation	50%
2. Individual proposal	50%
Component B Description of each element	Element weighting (as % of component)
1. Report	50%
2. Essay	50%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Proposal	100%
Component B Description of each element	Element weighting (as % of component)
1 Report	50%
2. Essay	50%
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.	