

## Liverpool John Moores University

Title: Public Relations: Practice and Principles  
Status: Definitive  
Code: **4002BPR** (121573)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Mike Swain	Y

**Academic Level:** FHEQ4  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	44

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT	A portfolio consisting of evidence of knowledge gained from a theoretical and practitioner perspective	100	

### Aims

*To gain a practitioner based insight into the practice and positioning of the public relations function.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 To define the role of the public relations practitioner
- 2 Discuss the positioning of the public relations function in organisations
- 3 Recognise the relationship between public relations and organisational objectives
- 4 Define basic public relations theories and concepts

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	3	4
-----------	---	---	---	---

### **Outline Syllabus**

*The role of the PR Professional*  
*PR as a distinct management function*  
*Introduction to theoretical approaches to PR*  
*Publics, audiences and stakeholders*  
*Introduction to crises and issues management*  
*Consumer PR*  
*Digital PR*  
*Introduction to the role of the PR practitioner in managing reputation*  
*Introduction to media relations*

### **Learning Activities**

Workshops, guest speakers, practitioner led sessions

### **Notes**

As a result of Programme Review 2015