

Summary Information

Module Code	4002BPR
Formal Module Title	Public Relations: Practice and Principles
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Workshop	44

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To gain a practitioner based insight into the practice and positioning of the public relations function.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	To define the role of the public relations practitioner
MLO2	2	Discuss the positioning of the public relations function in organisations
MLO3	3	Recognise the relationship between public relations and organisational objectives
MLO4	4	Define basic public relations theories and concepts

Module Content

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
Module Overview	This module enables you to gain a practitioner based insight into the practice and positioning of the public relations function.
Additional Information	As a result of Programme Review 2015

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Portfolio	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Michael Swain	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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