

## Liverpool John Moores University

Title: SKILLS FOR PUBLIC RELATIONS  
Status: Definitive  
Code: **4002BUSPR** (117401)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Gwenda Mynott	Y
Darragh Ball	

**Academic Level:** FHEQ4      **Credit Value:** 24      **Total Delivered Hours:** 73  
**Total Learning Hours:** 240      **Private Study:** 167

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	73

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio of individual and group work	90	
Self Awareness Statement	WoW	Reflection meeting WOW criteria	10	

### Aims

*To provide students with the necessary academic skills to facilitate successful completion of their academic studies.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Use approaches, standards and conventions appropriate to University studies.
- 2 Access and utilize the University's electronic library and learning support systems.
- 3 Work effectively independently and in groups.
- 4 Identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others.

### **Learning Outcomes of Assessments**

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

Portfolio	1	2	3
WoW Skills Bronze	4		

### **Outline Syllabus**

*The key learning areas are as indicated below and it is anticipated that time will be spent on each area as appropriate.*

*Reflection and Self-awareness.*

*Research and Academic Skills.*

*Information literacy.*

*Time Management.*

### **Learning Activities**

Workshops involving On-line teaching materials, task-based learning and Case studies.

### **Notes**

Where appropriate, materials will be focused to suit different subject areas.