

## Liverpool John Moores University

Title: Professional Communication  
Status: Definitive but changes made  
Code: **4002MASSCO** (119064)  
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Arts, Professional and Social Studies

Team	Leader
Iqbal Akthar	Y

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 72.00  
**Total Learning Hours:** 240      **Private Study:** 168

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT		40.0	
Presentation	PRES		25.0	
Report	REPORT		25.0	
Reflection	Ref		10.0	

### Aims

*This module aims to introduce students to the study of Public Relations. It will also provide students with an opportunity to develop transferable skills including problem solving, research and written communication skills.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of key media concepts and approaches to the study of public relations.
- 2 Discuss the effectiveness and working of publicity and promotional campaigns.
- 3 Discuss various strategies and techniques of communications in public relations.
- 4 To 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	2
PRESENTATION	3
REPORT	1
Reflective piece	4

## Outline Syllabus

*What is Public Relations? The development of contemporary PR, legal and ethical frameworks for PR, developing research skills, debating PR and politics, writing skills for public relations, analysing PR communications.*

## Learning Activities

Lectures, tutorials and workshop exercises.

## References

<b>Course Material</b>	Book
<b>Author</b>	Thomas Bivins
<b>Publishing Year</b>	2003
<b>Title</b>	Mixed Media
<b>Subtitle</b>	Moral Distinctions in Advertising, Public Relations, and Journalism
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	0805842578

<b>Course Material</b>	Book
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<b>Author</b>	Scott M. Cutlip , Allen H. Center , Glen M. Broom
<b>Publishing Year</b>	2003
<b>Title</b>	Effective Public Relations
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Pearson
<b>ISBN</b>	013123014X

<b>Course Material</b>	Book
<b>Author</b>	Sandra Oliver
<b>Publishing Year</b>	2009
<b>Title</b>	Public Relations Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage
<b>ISBN</b>	

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### Notes

This course is designed to give students the opportunity to study Public Relations and how it is perceived from a media studies perspective. Through a variety of different learning activities and formal assessments students will be able to acquire skills that are not only vital for working in the Public Relations Industry, but that are also transferable to other areas of their studies and other types of future employment. (Encourage students to participate with the World of Work programme).