

## Liverpool John Moores University

Title: PRINCIPLES OF PUBLIC RELATIONS  
Status: Definitive  
Code: **4003BUSPR** (117403)  
Version Start Date: 01-08-2017

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

Team	Leader
Mike Swain	Y
Darragh Ball	

**Academic Level:** FHEQ4      **Credit Value:** 24      **Total Delivered Hours:** 76  
**Total Learning Hours:** 240      **Private Study:** 164

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Practical	3
Workshop	73

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio		100	

### Aims

*To develop an appreciation of the role and application of Public Relations in various organizational settings*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the role and value of effective Public Relations
- 2 Recognise the relationship between Public Relations and organizational objectives
- 3 Demonstrate a knowledge of the application of Public Relations in both commercial and service organizations
- 4 Appraise the importance of Public Relations in reputation management

### **Learning Outcomes of Assessments**

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

Portfolio	1	2	3	4
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### **Outline Syllabus**

*Development of Public Relations*  
*Objective setting and mission statements*  
*Commercial and service organizations focus*  
*Marketing models*  
*Communications techniques*  
*Reputation building*

### **Learning Activities**

Series of lectures, tutorials, seminars and workshops. External speakers will be invited where appropriate

### **Notes**

An introductory module to enable undergraduate students to gain an understanding of the main concepts within public relations.