

Writing for PR

Module Information

2022.01, Approved

Summary Information

Module Code	4007BPR
Formal Module Title	Writing for PR
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
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To acquire the necessary writing skills for Public Relations communications.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Formulate and defend ideas in Public Relations and business environment.
MLO2	2	Communicate confidently in the written language in a variety of registers .
MLO3	3	Produce accurate, fluent and well-argued grammatically written work in a variety of styles.

Module Content

Outline Syllabus	The module uses a range of topics and materials drawn from various organisations and audiences as a basis for a variety of communicative activities. It also includes strategies such as the 'plain language' strategy.
Module Overview	This course enables you to acquire the necessary writing skills for Public Relations communications.
Additional Information	Course notes on BB.

Assessments

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

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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