

Liverpool John Moores University

Title: Writing for PR
Status: Definitive
Code: **4007BPR** (121593)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Mike Swain	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	A report and press release.	100	

Aims

To acquire the necessary writing skills for Public Relations communications.

Learning Outcomes

After completing the module the student should be able to:

- 1 Formulate and defend ideas in Public Relations and business environment.

- 2 Communicate confidently in the written language in a variety of registers .
- 3 Produce accurate, fluent and well-argued grammatically written work in a variety of styles.

Learning Outcomes of Assessments

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

Portfolio	1	2	3
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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.

Learning Activities

Writing activities: formal, informal register, letters, e-mails, blogs, reports, press releases, etc, focussing on a variety on styles.

Notes

Course notes on BB.