

Liverpool John Moores University

Title: Public Relations: Practice and Principles
Status: Definitive
Code: **4502IACTPR** (126006)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

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 1

Component	Contact Hours
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT	A portfolio consisting of evidence of knowledge gained from a theoretical and practitioner perspective	100	

Aims

To gain a practitioner based insight into the practice and positioning of the public relations function.

Learning Outcomes

After completing the module the student should be able to:

- 1 Define the role of the public relations practitioner
- 2 Discuss the positioning of the public relations function in organisations
- 3 Recognise the relationship between public relations and organisational objectives
- 4 Define basic public relations theories and concepts

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

The role of the PR Professional
PR as a distinct management function
Introduction to theoretical approaches to PR
Publics, audiences and stakeholders
Introduction to crises and issues management
Consumer PR
Digital PR
Introduction to the role of the PR practitioner in managing reputation
Introduction to media relations

Learning Activities

Workshops, guest speakers, practitioner led sessions

Notes

An introduction to the world of PR from a practitioner focused perspective.