

## Liverpool John Moores University

Title: Online Public Relations  
Status: Definitive  
Code: **5001BUSPR** (117385)  
Version Start Date: 01-08-2018

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

Team	Leader
Mike Swain	Y

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 52  
**Total Learning Hours:** 240      **Private Study:** 188

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	26
Workshop	26

**Grading Basis:** 40 %

### Assessment Details

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

### Aims

*The aim of the course is to provide students with a practical and theoretical understanding of the technologies that have impacted on PR practice.*

- 1. Demonstrate knowledge of the impact of the internet on PR practice.*
- 2. Assess the effectiveness of online communication channels for PR practice*
- 3. Develop tools for assessing the Online PR landscape.*
- 4. Knowledge of the application of Online PR tools for stakeholder engagement*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the impact of the internet on PR practice
- 2 Assess the effectiveness of online communication channels for PR practice
- 3 Develop tools for assessing the Online PR landscape.
- 4 Use knowledge of the application of Online PR tools for stakeholder engagement

## Learning Outcomes of Assessments

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

Report	1	2	3	4
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## Outline Syllabus

*Module introduction*  
*An introduction to the Online PR landscape*  
*Information and knowledge and their relationship to Online PR strategy*  
*The internet's impact on PR practice*  
*Transparency*  
*Richness and reach*  
*Basic Online PR web design*  
*Writing for the web*  
*Communication channels for Online PR: content evaluation*  
*Technologies for Online PR: social media*  
*Social media in practice*  
*Technologies for Online PR: wikis and blogs*  
*Wikis and blogs in practice*  
*Search engine optimisation*  
*Crisis communication: online communication channels*  
*Bringing it all together: online PR campaigns*  
*Module review*

## Learning Activities

The learning activities will be based around providing a sound theoretical framework in which Online PR operates. Full use will be made of workshops and specialist software available within the IM labs. The aim is to provide students with a practical understanding of the various tactical tools which form the bulk of online PR practice.

## Notes

An important and innovative module, where the curriculum will change to reflect the fast moving practitioner application.