

Liverpool John Moores University

Title: MEDIA RELATIONS 1
Status: Definitive
Code: **5037BUSIS** (108212)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Linda Ashcroft	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 18.00
Total Learning Hours: 120
Private Study: 102

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	8.000
Seminar	2.000
Tutorial	2.000
Workshop	4.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	coursework	40.0	
Exam	AS2	Examination	60.0	2.00

Aims

To explore, develop and apply effective media relations principles and practices

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise approaches to media analysis
- 2 Apply strategies for media coverage
- 3 Plan and manage press conferences
- 4 Formulate procedures for effective issue and crisis management in a media context

Learning Outcomes of Assessments

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

CW	2		
EXAM	1	3	4

Outline Syllabus

Media analysis
Media relationships
News releases and feature writing
Press conferences
Media context of issue and crisis management

Learning Activities

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

References

Course Material	Book
Author	Bland, M., Theaker, A. & Wragg, D.
Publishing Year	2001
Title	Effective media relations: how to get results
Subtitle	
Edition	2nd
Publisher	IPR
ISBN	

Course Material	Book
Author	Bland, M.
Publishing Year	1999
Title	Crisis Checklist
Subtitle	
Edition	
Publisher	PRCA

ISBN	
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Course Material	Book
Author	Jolley, A. (ed)
Publishing Year	2001
Title	Managing corporate reputation
Subtitle	
Edition	
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	Tench, R. & Yeomans, L.
Publishing Year	2006
Title	Exploring Public Relations
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Notes

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