Liverpool John Moores University

Title: ONLINE PUBLIC RELATIONS 1

Status: Definitive

Code: **5046BUSIS** (108221)

Version Start Date: 01-08-2011

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

Team	Leader
Michael Swain	Υ

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 24.00

96

Hours:

Total Private Learning 120 Study:

Hours:

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	4.000
Practical	4.000
Tutorial	12.000
Workshop	4.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework	100.0	

Aims

To develop skills in assessing and evaluating the Online PR environment

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the impact of the Internet on Public Relations practice
- 2 Assess communications channels for Public Relations
- 3 Develop and exploit tools for assessing and evaluating the Online PR landscape

Learning Outcomes of Assessments

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

report 1 2 3

Outline Syllabus

PR and Internet technologies: a fundamental shift? PR and E-business: set the context Writing and editing online Tools for evaluating the Online PR landscape Search Engine Optimisation

Learning Activities

Lectures, workshops, tutorials, use of multi-media material

References

Course Material	Book
Author	Phillips, D
Publishing Year	2001
Title	Online Public Relations
Subtitle	
Edition	
Publisher	CIPR
ISBN	

Course Material	Book
Author	Phillips, D
Publishing Year	2009
Title	Online Public Relations:
Subtitle	A Practical Guide to Developing an Online Strategy in the World of Social Media
Edition	
Publisher	CIPR
ISBN	

Notes

To enable PR and Language students to gain 12 credits