

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	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

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:

To enable PR and Language students to gain 12 credits