

Liverpool John Moores University

Title: ONLINE PUBLIC RELATIONS 2
Status: Definitive
Code: **5047BUSIS** (108222)
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 2

Component	Contact Hours
Lecture	6.000
Tutorial	6.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

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

Aims

To evaluate the importance of Online PR and it's associated tools in line with overall PR strategy.

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess the effectiveness of Online PR Strategies
- 2 Develop Online PR policies
- 3 Gain practical knowledge of tools available within the online PR environment
- 4 Evaluate the effectiveness of tools available within the online PR environment

Learning Outcomes of Assessments

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

CW	1	2	3	4
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Outline Syllabus

Online PR strategy: alignment with organisational PR strategy.
Developing Online PR policies
Online PR tools
Social media: practicalities and realities

Learning Activities

A mix of workshops, lectures and tutorials

References

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

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

Notes

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