

Public Relations Module Information

2022.02, Approved

Summary Information

Module Code	5104MEDCUL
Formal Module Title	Public Relations
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	1. To introduce students to public relations as a significant component of the media, cultural and communications industries which shapes social and cultural life.2. To evaluate the textual forms, strategic goals and cultural practices of public relations activity3. To write clearly and concisely in response to defined public relations communications needs.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate specific examples of public relations practice and principles
MLO2	2	Select and employ appropriate writing strategies in order to meet a given public relations brief.
MLO3	3	Research appropriately to meet the requirement of public relations aims and communications.

Module Content

Outline Syllabus	Strategic and stakeholder public relations; Internet research and evaluation skills; Ethics and corporate social responsibility; Journalism and public relations; Writing skills for public relations; Public relations campaigns and campaigning; Public relations, media industries and the changing demands of the digital environment; Managing social media.
Module Overview	This module will introduce ways of analysing public communications as both a textual form and a cultural practice. It will provide you with the opportunity to undertake and reflect upon professional practice in media, cultural and communication industries.
Additional Information	The module enables students to study the development of public relations and its contemporary practice. It aims to prepare students not simply for working in the public relations industry, but to develop broader skills in persuasive and evaluative communications that will serve them well in a wide range of professional careers.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	1500 words report	30	0	MLO1
Portfolio	3000 words portfolio	70	0	MLO3, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Joanne Knowles	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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