

Liverpool John Moores University

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Title: Public Relations
Status: Definitive
Code: **5104MEDCUL** (122117)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

| Team | Leader |
|----------------|--------|
| Joanne Knowles | Y |
| Clare Horrocks | |

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12 |
| Workshop | 24 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|-----------|-------------------|---|---------------|---------------|
| Report | AS1 | Report 1500 words in response to a client brief | 30 | |
| Portfolio | AS2 | Portfolio 3000 words specific examples of Public Relations writing in response to assignment briefs | 70 | |

Aims

1. To introduce students to ways of analysing public communications as both a

textual form and a cultural practice.

2. To support students in the development of work related graduate skills.

3. To provide students with the opportunity to undertake and reflect upon professional practice in media, cultural and communication industries.

4. To prepare students for career planning and work-based learning at Level 6.

Learning Outcomes

After completing the module the student should be able to:

- 1 Develop a Public Relation report in response to a client defined problem.
- 2 Select and employ appropriate writing strategies in order to meet a given public relations brief.
- 3 Research appropriately to meet the requirement of public relations writing.

Learning Outcomes of Assessments

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

| | | |
|----------------------|---|---|
| 1500 words report | 1 | |
| 3000 words portfolio | 2 | 3 |

Outline Syllabus

Introduction to the notion and nature of public information campaigns.

Client brief for public relations.

Analysis of existing forms of public relations.

Planning and managing social media the central nature of research for public communication.

The development of contemporary public relations.

Legal and ethical framework for public relations.

Writing for public relation purposes.

Learning Activities

Lectures, seminars, opportunities for formative skills development and task based workshops.

Notes

The module enables students to study the development of public relations and its contemporary practice. Students will be asked to produce a portfolio of writing appropriate for public relations. Students will be given specific handing in dates for each component of the Portfolio so that they may receive formative feedback prior to the completion of the portfolio for submission.