

## Liverpool John Moores University

Title: Public Relations  
Status: Definitive  
Code: **5504WESTMC** (128971)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Westford University College

Team	Leader
Steven Spittle	Y

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

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

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 public relations; stakeholders and strategy; internet research and evaluation skills; ethics and corporate social responsibility; journalism and PR; writing skills for PR; new media and persuasive communications; campaigns and strategy; managing social media.*

## **Learning Activities**

Lectures, 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.