

Liverpool John Moores University

Title: Public Relations
Status: Definitive
Code: **5514WESTMC** (129036)
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.