Public Relations

Module Information

2022.01, Approved

Summary Information

Module Code	5514WESTMC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Westford University College

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a Public Relation report in response to a client defined problem.
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 writing.

Module Content

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 andstrategy; managing social media.
Module Overview	
Additional Information	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.

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	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Steven Spittle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings