

## Liverpool John Moores University

Title: PUBLIC RELATIONS PLANNING AND STRATEGY  
Status: Definitive  
Code: **6002BUSPR** (117405)  
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Keith Thompson	Y
Gwenda Mynott	

**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 48

**Total Learning Hours:** 240      **Private Study:** 192

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	16
Seminar	5
Tutorial	5
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Structure	Campaign construction	60	
Portfolio	Campaign	Advanced tactics	40	

### Aims

*To explore, develop and apply effective Public Relations plans and strategies*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Formulate professionally approved planning structures which optimise resources and maximise effectiveness
- 2 Apply and appraise strategies which are designed to enhance corporate image, branding and product development in profit and non profit making sectors
- 3 Apply professionally approved tactics in Public Relations campaigns
- 4 Identify Public Relations opportunities
- 5 Plan for resource allocation, including training
- 6 Appraise and utilise measurement and evaluation tools effectively

### **Learning Outcomes of Assessments**

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

Campaign construction	2	3	5
Advanced tactics	1	4	6

### **Outline Syllabus**

*Corporate identity and branding*  
*Social and traditional media strategies*  
*Public Relations campaigns*  
*Planning structures*  
*Resource management*  
*Advanced communication tactics*  
*Measurement and evaluation*

### **Learning Activities**

Series of lectures, tutorials, seminars and workshops. External speakers will be invited where appropriate

### **Notes**

Assignments may involve the production of strategy and planning documents