

Summary Information

Module Code	6005BPR
Formal Module Title	Strategic Campaign Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Tutorial	33

Module Offering(s)

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

Aims and Outcomes

Aims	To explore, develop and apply effective public relations campaigns in the context of wider strategic goals.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Formulate professionally approved planning and campaign structures which optimise resources and maximise effectiveness
MLO2	2	Identify public relations opportunities in the light of accepted industry standard methodology
MLO3	3	Apply strategic principles to an internal or external client-focused campaign
MLO4	4	Plan for resource allocation including training opportunities
MLO5	5	Appraise and utilise measurement, analytics and evaluation tools effectively
MLO6	6	Interpret, develop and adapt to changing client expectations

Module Content

Outline Syllabus	Introduction to PR planning strategy Reputation management via strategy PR campaigns and their application The role of the campaign in modern public relations practice The impact of social media on campaign management 'Traditional' media Corporate image and identity in the context of campaigns Internal ownership of campaigns Campaign Case studies Planning structures Resource management Advanced communication tactics Measurement and evaluation
Module Overview	This module enables you to explore, develop and apply effective public relations campaigns in the context of wider strategic goals.
Additional Information	Existing relationships have been formed with employers and this has served to enhance the learning experience of previous modules. This trend is set to continue.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Campaign Structure	60	0	MLO1, MLO2
Report	Client Campaign	40	0	MLO3, MLO4, MLO5, MLO6

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Keith Thompson	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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