

Liverpool John Moores University

Title: Strategic Campaign Management
Status: Definitive
Code: **6005BPR** (121619)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Keith Thompson	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Tutorial	33

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 campaigns in the context of wider strategic goals.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Campaign Structure	1	2		
Client Campaign	3	4	5	6

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

Learning Activities

A 'campaign room' where the emphasis is on students to be able to understand the practical aspects of campaigns and how they are underpinned by theory.

Notes

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.