

## Liverpool John Moores University

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Title: STRATEGIC COMMUNICATIONS 2  
Status: Definitive  
Code: **6005BUSCO** (117184)  
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Janet Farrow	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 48.00  
**Total Learning Hours:** 240  
**Private Study:** 192

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000
Workshop	40.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Assignment 1 – Report approx 2,500 words.	50.0	
Report	Report	Assignment 2 – Report approx 2,500 words.	50.0	

### Aims

*To explore, develop and apply effective communication strategies in the public arena.*

### Learning Outcomes

After completing the module the student should be able to:

- LO 1 Apply and appraise sponsorship strategies.
- LO 2 Develop strategies for positive media coverage.
- LO 3 Formulate procedures for effective crisis management.
- LO 4 Plan strategies for effective campaigning.

### Learning Outcomes of Assessments

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

Report                      LO   LO  
   1   4

Report                      LO   LO  
   2   3

### Outline Syllabus

- Sponsorship strategies*
- Media relationships*
- News releases*
- Press conferences*
- Crisis management*
- Strategic campaigning*

### Learning Activities

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

### References

<b>Course Material</b>	Book
<b>Author</b>	Tench, R and Yeomans, L
<b>Publishing Year</b>	2009
<b>Title</b>	Exploring Public Relations
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bland, M, Theaker, A and Wragg, D
<b>Publishing Year</b>	2001

<b>Title</b>	Effective Media Relations
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	Institute of Public Relations
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gregory, A
<b>Publishing Year</b>	2001
<b>Title</b>	Planning & Managing a Public Relations Campaign
<b>Subtitle</b>	A Step by Step Guide
<b>Edition</b>	2nd edition
<b>Publisher</b>	Institute of Public Relations
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Regester, M and Larkin, J
<b>Publishing Year</b>	1997
<b>Title</b>	Risk Issues and Crisis Management
<b>Subtitle</b>	A Case Book of Best Practice
<b>Edition</b>	
<b>Publisher</b>	Institute of Public Relations/Kogan Page
<b>ISBN</b>	

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