

Summary Information

Module Code	6035JOURN
Formal Module Title	Public Relations for Journalists
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	40

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	28 Weeks

Aims and Outcomes

Aims	To synthesise the journalistic skills acquired at previous levels and apply them to the practice of public relations and develop the ability to analyse, in a critical way, the tensions which exist between PR and journalism.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Present an overview of the PR industry, particularly its relationship with journalism
MLO2	2	Appraise how the industry works, especially the exploitation of new technologies.
MLO3	3	Write press releases, newsletters, leaflets, reports, brochures and other communication tools and assess how these are used effectively in PR.
MLO4	4	Demonstrate how to set up press conferences, photo shoots, facility visits etc.
MLO5	5	Critically analyses roles such as press officer, political lobbyists, PR executive/director and others.
MLO6	6	Assess how PR works in the corporate, public and voluntary sectors.

Module Content

Outline Syllabus	Students will gain an insight into how PR companies and in-house PR officers work, by writing press releases, understanding how to target the media and how to tailor a news opportunity for press, broadcast and electronic outlets, as well as the formulation of press campaigns and a range of other PR activities. There will be discussion relating to the relationship between PR officers and journalists.
Module Overview	The aim of this module is to synthesise the journalistic skills acquired at previous levels and apply them to the practice of public relations and develop the ability to analyse the tensions which exist between PR and journalism.
Additional Information	This module will give students an opportunity to consider how they might target their skills in order to consider a career in public relations.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Exam	50	1.5	MLO1, MLO3, MLO4, MLO6
Portfolio	Portfolio	50	0	MLO1, MLO2, MLO3, MLO5, MLO6

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
David Toomer	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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