

Liverpool John Moores University

Title: PUBLIC RELATIONS AND THE LEGAL FRAMEWORK
Status: Definitive
Code: **6044BUSIS** (108242)
Version Start Date: 01-08-2011

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

Team	Leader
Michael Swain	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report approx. maximum 3000 words	100.0	

Aims

To enable students to apply knowledge of relevant legal frameworks in the context of Public Relations

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify legal frameworks relevant to Public Relations

Author	Pedley, P
Publishing Year	2003
Title	Essential law for information professionals
Subtitle	
Edition	2003
Publisher	Facet
ISBN	

Course Material	Book
Author	Carey, P
Publishing Year	2004
Title	Data Protection
Subtitle	a practical guide to UK and EU law
Edition	
Publisher	
ISBN	

Notes

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