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: Teaching School/Faculty:	Liverpool Business School 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

- 2 Assess the impact of legislation in a range of operational Public Relations scenarios
- 3 Develop Public Relations Policies and procedures in relation to legal frameworks
- 4 Analyse legal frameworks in the context of a strategic planning scenario
- 5 Apply ethical frameworks to Public Relations scenarios

Learning Outcomes of Assessments

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

CW 1 2 3 4 5

Outline Syllabus

Introductory legal concepts Intellectual property law (Copyright, Patents and trademarks) Freedom of Information Data Protection Defamation and libel Handling legal issues in the operating environment

Learning Activities

Lectures, tutorials, guest lectures

References

Course Material	Book
Author	Parsons, P
Publishing Year	2004
Title	Ethics in Public Relations
Subtitle	
Edition	
Publisher	Kogan Page
ISBN	074944276X

Course Material	Book
Author	Brooke, H
Publishing Year	2004
Title	Your right to know
Subtitle	
Edition	
Publisher	Pluto
ISBN	

Course Material Book

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

Book
Carey, P
2004
Data Protection
a practical guide to UK and EU law

Notes

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