Public Relations for Journalists

Module Information

2022.01, Approved

Summary Information

Module Code	6046JOURN
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	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To equip students with the knowledge of how public relations forms part of the media landscapeTo equip students with the skills necessary to embark on a career in public relations and communicationsTo give students a critical understanding of public relations strategy and techniques

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply PR skills (producing press releases and a PR strategy) in a workplace setting.
MLO2	2	Explain the key features PR techniques and practices.
MLO3	3	Critically evaluate how PR techniques are used and how they have developed.
MLO4	4	Appraise the legal and ethical frameworks in which PR operates.

Module Content

Outline Syllabus	History and context of PR, key differences between PR and other media disciplines, key terms and concepts, creating a PR campaign, strategy and tactics, evaluating PR campaigns, introduction to the various types of PR, writing news releases, engaging with stakeholders and the media
Module Overview	
Additional Information	This module will prepare students for the NCTJ professional diploma examinations in Introduction to PR and CommunicationsThis will be an optional module

Assessments

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

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