

## Liverpool John Moores University

Title: Strategic Campaign Management  
Status: Definitive  
Code: **6505IACTPR** (126046)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Keith Thompson	Y

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Tutorial	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Structure	Campaign construction	60	
Portfolio	Campaign	Advanced tactics	40	

### Aims

*To explore, develop and apply effective public relations campaigns in the context of wider strategic goals.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Formulate professionally approved planning and campaign structures which optimise resources and maximise effectiveness
- 2 Identify public relations opportunities in the light of accepted industry standard methodology
- 3 Apply strategic principles to an internal or external client-focused campaign
- 4 Plan for resource allocation including training opportunities
- 5 Appraise and utilise measurement, analytics and evaluation tools effectively
- 6 Interpret, develop and adapt to changing client expectations

## Learning Outcomes of Assessments

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

Campaign Structure	1	2			
Client Campaign	3	4	5	6	

## Outline Syllabus

*Introduction to PR planning strategy*  
*Reputation management via strategy*  
*PR campaigns and their application*  
*The role of the campaign in modern public relations practice*  
*The impact of social media on campaign management*  
*'Traditional' media*  
*Corporate image and identity in the context of campaigns*  
*Internal ownership of campaigns*  
*Campaign Case studies*  
*Planning structures*  
*Resource management*  
*Advanced communication tactics*  
*Measurement and evaluation*

## Learning Activities

A 'campaign room' where the emphasis is on students to be able to understand the practical aspects of campaigns and how they are underpinned by theory.

## Notes

Existing relationships have been formed with employers and this has served to enhance the learning experience of previous modules. This trend is set to continue.