

Liverpool John Moores University

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Title: PR Perspectives
Status: Definitive
Code: **7001BUSPR** (121062)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Mike Swain	Y

Academic Level: FHEQ7 **Credit Value:** 10 **Total Delivered Hours:** 20
Total Learning Hours: 100 **Private Study:** 80

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	2500 words	Students must prepare a 2,500 word essay on the given topic.	100	

Aims

To provide students with a introduction to the PR world from a theoretical and practitioner perspective.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the role and value of effective Public Relations from theoretical and practitioner perspective
- 2 Critically analyse the relationship between the Public Relations function and organisational objectives
- 3 Critically evaluate the effective application of Public Relations in both commercial and non-profit organisations

Learning Outcomes of Assessments

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

2500 words	1	2	3
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Outline Syllabus

Introduction and definitions of PR
PR as a distinct management function
Stakeholders and publics
Media relations
Event management
Internal communications
Community relations
Crisis and issues management
Introduction to PR planning.
Introduction to public affairs
Ethics, CSR and PR

Learning Activities

Workshops, Online and guest speakers

Notes

This module overviews the PR market sector.