

Liverpool John Moores University

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Title: Public relations planning and strategy
Status: Definitive
Code: **7002BUSPR** (121078)
Version Start Date: 01-08-2020

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

Team	Leader
Gwenda Mynott	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	40

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	A 5,000 word report	100	

Aims

To develop a systematic understanding of the strategic planning process as applicable to public relations campaigns

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the external and internal situation of the organisation
- 2 Formulate and implement effective PR strategies
- 3 Critically assess the importance of evaluation in the planning process

Learning Outcomes of Assessments

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

Report	1	2	3
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Outline Syllabus

The role of research in the planning process
Situational analysis
Formulating strategies
Selecting tactics
Implementation
Evaluation

Learning Activities

Workshops, guest speakers, online

Notes

This module covers strategic theory and frameworks of PR.