

Liverpool John Moores University

Title: International Public Relations
Status: Definitive
Code: **7010BUSPR** (123630)
Version Start Date: 01-08-2020

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

Team	Leader
Brigitte Hordern	Y

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

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Project /Placement portfolio 2500 words equivalent	100	

Aims

to provide an international context to the practice and principles of Public Relations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the international dimensions of PR
- 2 Reflect on impact of culture on PR practice

Learning Outcomes of Assessments

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

Project/Placement portfolio	1	2
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Outline Syllabus

Theories of international relations

Global culture

Working in different cultures

Learning Activities

Seminars, guest speakers

Notes

This module requires a placement in a communications or public relations context that will provide either new core vocational skills or provision of experiences that will improve existing skills and knowledge . During this period you gain an insight into working practices and experience of working effectively as a member of staff in a practitioner setting. You can also refine your personal portfolio reflecting your competencies.