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## MODULE DESCRIPTOR

### Module Title

Public Relations

Reference	BS2253	Version	7
Created	March 2018	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

### Aims of Module

To enable the student to appreciate public relations concepts, principles, processes and techniques most commonly applied in corporate and public affairs within modern organisations.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Explain public relations concepts, principles and processes.
- 2 Examine the role of public relations services in the context of overall management strategy within various organisations.
- 3 Analyse different approaches to the design, implementation and control of public relations strategies for campaigns and specific issues.
- 4 Demonstrate effective writing skills for public relations activities.

### Indicative Module Content

The role and practice of public relations in public and private sector organisations. History and development of public relations. Ethics and professionalism. Management and control of the public relations function. Strategic process and planning of public relations programmes and campaigns. Public relations tactics and techniques. Corporate Social Responsibility. Media relations. Crisis management and contingency planning. Public Relations consultancies and specific applications including client/consumer relations, community relations, political and parliamentary public relations.

### Module Delivery

This module is delivered using a blended approach, with core content provided online and in class in a variety of formats. Learning is consolidated at workshops and tutorials.



**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	24	8
Non-Contact Hours	126	142
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 Portfolio assignment - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.



**INDICATIVE BIBLIOGRAPHY**

- 1 CUTLIP, S.M., CENTER, A.H. and BROOM, G.M., (2013). *Effective public relations*. (electronic resource) Upper Saddle River, N.J.: Prentice Hall.
- 2 FOSTER, J., 2008. *Effective writing skills for public relations*. 4th ed. London: Kogan Page.
- 3 GREGORY, A. (2015) . *Planning and managing public relations campaigns: a strategic approach*. London: Kogan Page.
- 4 OLIVER, S., 2010. *Public relations strategy*. 3rd ed. London: Kogan Page.
- 5 TENCH, R. and YEOMANS, L., (2017). *Exploring public relations*. 3rd ed. London: FT Prentice Hall. *ebook*
- 6 THEAKER, A., 2011. *The public relations handbook*. 4th ed. London: Routledge