

MODULE DESCRIPTOR

Module Title

Public Relations			
Reference	CB2253	Version	3
Created	February 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	April 2024	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. Students will also be engaged with UNESCO's Education for Sustainable Development Systems Thinking, Critical Thinking, Self-awareness and Normative competencies, as they analyse complex systems, question norms, practices and opinions, reflect on their own values and perceptions of Public Relations Strategy and Specialisms.

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	N/A
Non-Contact Hours	126	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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 Tench R; Waddington S (2020) Exploring Public Relations and Management Communication 5th edition. 5th Harlow, UK: Pearson. (2019)
- 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 CUTLIP, S.M., CENTER, A.H. and BROOM, G.M., (2013). Effective public relations. (electronic resource)Upper Saddle River, N.J.: Prentice Hall.
- 6 THEAKER, A., 2011. *The public relations handbook*. 4th ed. London: Routledge