

MODULE DESCRIPTOR

Module Title

Public Relations Strategy and Specialisms

Reference	CB3921	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	July 2019	SCQF Points	15
Amended	July 2019	ECTS Points	7.5

Aims of Module

To develop a critical awareness of the role and function of public relations strategy within organisations by examining the processes of corporate planning, execution and evaluation. To provide students with an understanding of relationships between different organisational stakeholders. To develop an appreciation of different public relations specialisms and the characteristics of public relations in different sectors from both an in-house and consultancy perspective.

Learning Outcomes for Module

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

- 1 Recognise and discuss the holistic nature of strategic communication management, identifying trends and issues which could affect an organisation's activities.
- 2 Discuss and interpret corporate strategy and the relationships between different corporate functions and stakeholders.
- 3 Appraise and discuss the social and ethical issues related to the role and function of strategic communication and corporate social responsibility initiatives.
- 4 Identify and analyse the main components and features of a range of public relations specialisms including internal communication.
- 5 Demonstrate a critical appreciation of the characteristics of public relations in different sectors.

Indicative Module Content

The role of strategic communication in profit and non-profit organisations across different sectors. Strategic management theory, practice, perspectives and models. Internal communication and the management of change. Reputation, issue and crisis management. Corporate social responsibility and moral, social and ethical considerations. The specialised roles of new media, public affairs, international PR, financial PR, B2B and consumer PR. In-house and consultancy PR.

Module Delivery

This is a lecture-based course supplemented with tutorial and seminar sessions. Students are expected to prepare for seminars and contribute to the discussion of the seminar topics.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	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, 5
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 ARGENTI, P., 2015. *Corporate communication*. 7th ed. London: McGraw-Hill.
- 2 CORNELISSEN, J., 2017. *Corporate communications*. 5th ed. London: Sage.
- 3 JOHNSON, G., WHITTINGTON, R., SCHOLLES, K., ANGWIN, D., REGNER, P., 2017. *Exploring strategy: text and cases*. 11th ed. London: Pearson.
- 4 L'ETANG, J., 2008 *Public relations: concepts, practice and critique*. London: Sage.
- 5 REGESTER, M. and LARKIN, J., 2008. *Risk, issues and crisis management*. 4th ed. London: Kogan Page.
- 6 TENCH, R. and YEOMANS, L., 2013. *Exploring public relations*. 3rd ed. Harlow: Prentice Hall.
- 7 VAN RIEL, C.B.M., 1995. *Principles of corporate communication*. London: Prentice Hall.