

MODULE DESCRIPTOR

Module Title

Public Relations Strategy and Specialisms

| | | | |
|-----------|---------------|-------------|--------|
| Reference | CB3921 | Version | 2 |
| Created | February 2024 | SCQF Level | SCQF 9 |
| Approved | July 2019 | SCQF Points | 15 |
| Amended | April 2024 | 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.
- 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. 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 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

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|--------------------------|-------|
| 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 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 ARGENTI, P., 2015. Corporate communication. 7th ed. London: McGraw-Hill.
- 7 VAN RIEL, C.B.M., 1995. Principles of corporate communication. London: Prentice Hall.