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## MODULE DESCRIPTOR

### Module Title

Public Relations Theory And Practice

Reference	CBM065	Version	1
Created	January 2020	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

### Aims of Module

To enable the student to assess the role and function of public relations management, evaluate the range of theoretical approaches to public relations strategy, and apply the concepts and principles of public relations practice.

### Learning Outcomes for Module

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

- 1 Appraise and discuss current management theory and organisational behaviour.
- 2 Critically analyse the main theoretical concepts relating to the implementation of public relations programmes.
- 3 Develop and evaluate strategies for the planning and implementation of appropriate public relations programmes.
- 4 Appraise and discuss characteristics of major public relations specialisms.
- 5 Examine and evaluate the role of public relations in both organisational and societal contexts including the ethical implications of the practice.

### Indicative Module Content

The role of public relations in public and private sector organisations; strategic management and control of the public relations function; assessment of public relations implications of management plans and decisions, covering aspects such as ethical and legal issues, codes of practice and corporate social responsibility; corporate identity; issues management; crisis management and contingency planning; specialisms such as client/consumer relations, community relations, sponsorship and financial public relations; researching and planning public relations programmes and campaigns.

### 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	36
Non-Contact Hours	114	114
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, 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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<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.

**ADDITIONAL NOTES**

Students will be expected to consult a range of academic texts, journals and a variety of media outlets - on and off line i.e. print, broadcast and digital media; staying informed of current affairs, trends, industry news and developments to complement their progress.

**INDICATIVE BIBLIOGRAPHY**

- 1 Tench R; Waddington S (2020) Exploring Public Relations and Management Communication 5th edition. 5th Harlow, UK: Pearson. (2019)
- 2 MOLONEY, K., 2006. *Rethinking public relations: PR propaganda and democracy*. 2nd ed. London: Routledge. *ebook*
- 3 MOSS, D., POWELL, M. and DESANTO, B., 2010. *Public relations cases: international perspectives*. 2nd ed. London: Routledge. *ebook*
- 4 OLIVER, S., 2010. *Public relations strategy*. 3rd ed.. London: Kogan Page.
- 5 THEAKER, A., 2011. *The public relations handbook*. 4th ed. London: Routledge.
- 6 CUTLIP, S.M., CENTER, A.H. and BROOM, G.M., (2013). *Effective public relations*. (electronic resource)Upper Saddle River, N.J.: Prentice Hall.