

MODULE DESCRIPTOR

Module Title

Digital Public Relations

Reference	CBM716	Version	1
Created	January 2020	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

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

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 in the digital era.
- 2 Critically analyse the main theoretical and industry concepts relating to the implementation of public relations programmes in the digital era.
- 3 Develop, implement and evaluate strategies for the planning and implementation of appropriate public relations programmes in the digital era.
- 4 Appraise and discuss characteristics of major public relations specialisms including digital media production.
- 5 Examine and evaluate the role of public relations in organisational, societal and digital contexts including the ethical implications of the practice.

Indicative Module Content

The role of public relations within a conversational, digital context including public, private and voluntary 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, internal communication, community relations, sponsorship and event management; researching and planning public relations programmes and campaigns; tools and techniques of digital PR including social media design and management, web design, audio-visual content and animation.

Module Delivery

This module comprises a combination of online and classroom presentations, materials and activities in a range of interactive formats. Students are expected to prepare for and contribute to each activity.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	72	72
Non-Contact Hours	228	228
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

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

Component 1

Type:	Coursework	Weighting:	70%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

Component 2

Type:	Coursework	Weighting:	30%	Outcomes Assessed:	3, 4
Description:	Group Practical Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 70% weighting of C1 and 30% weighting of C2 components. An overall minimum grade D is required to pass the module.

		Coursework:						
		A	B	C	D	E	F	NS
Coursework:	A	A	A	B	B	B	E	
	B	B	B	B	C	C	E	
	C	B	C	C	C	D	E	
	D	C	C	D	D	D	E	
	E	D	D	D	E	E	E	
	F	E	E	E	E	F	F	
	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.

ADDITIONAL NOTES

Students will be expected to consult a range of books, journals, media, corporate and individual online publications to complement their progress.

INDICATIVE BIBLIOGRAPHY

- 1 FELIX, R., RAUSCHNABEL, P.A., AND HINSCH, C., 2017. *Elements of strategic social media marketing: A holistic framework*. Journal of Business Research (70), 118-126.
- 2 HUANG, Y-H. C., WU, F., AND HUANG, Q., 2017. *Does research on digital public relations indicate a paradigm shift? An analysis and critique of recent trends*. Telematics and Informatics, 34, 1364?1376.
- 3 LLOYD, J., and TOOGOOD, L., 2015. *Journalism and PR: News Media and Public Relations in the Digital Age*. London and New York: I.B. Tauris. Ebook.
- 4 NATHANIEL J. EVANS, N.J., PHUA, J., LIM, J. AND JUN, H., 2017. *Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent*. Journal of Interactive Advertising, 17 (2), 138-149.
- 5 NEE, I. and BURMANN, C., 2016. *Managing negative word-of-mouth on social media platforms: the effect of hotel management responses on observers' purchase intention*. Springer Gabler. Ebook
- 6 VAN RULER, B., 2015. *Agile public relations planning: The Reflective Communication Scrum*. Public Relations Review, 41 (2), 187?194.
- 7 VERCIC, D., VERCIC, A.T., AND SRIRAMESH, K., 2015. *Looking for digital in public relations*. Public Relations Review, 41 (2), 142?152.
- 8 WILCOX, D.L. and CAMERON, G.T., 2014. *Public relations: strategies and tactics*. Harlow, Essex: Pearson. Ebook