

MODULE DESCRIPTOR

MODULE TITLE	Public Relations for Marketers		
MODULE CODE	PR3111 (NQF L6)	CREDIT VALUE	20 CREDITS/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The module aims to provide participants with a clear understanding of the nature and objectives of public relations practice, and to introduce its major techniques and practices in relation to a sound theoretical base. The module will introduce participants to the full range of PR practice. However, its main focus will be on the application of PR within a marketing context with a view to sensitising participants to the capacity for PR to directly enhance the marketing performance of the organisation.

MODULE CONTENT

- Introductory Concepts: nature, definition and history of PR. Publics and stakeholders. The range of PR practices.
- Theories of relationships, cognition and behaviour, individual and mass communications.
- Planning PR: overview of the process, situation analysis, objectives, proposal writing, resourcing and scheduling.
- Organisational Context: role and boundaries, conflicts and co-operation, in-house and agency structures.
- Media Relations: industry organisation and channels; news awareness, news releases and stories, features, advertorials, letters to editors, competitions, advertising; news conferences, visits and briefings. Keeping out the press.
- Promotional PR: corporate identity, product publicity and customer relations.
- Activity based PR strategies; sponsorship, Event Management, issue and crisis management.
- Other stakeholder applications; community, employee, investor, government and international relations.
- Evaluation of public relations programmes.
- Professional ethical and legal dimensions.
- Skills: listening, writing for the press, interview and presentation.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

- 1 Demonstrate a knowledge and understanding of the role and function of public relations within an organisation.
 - 2 Cite the range of theory that underpins Public Relations practice, and apply it appropriately in response to realistic public relations problems and opportunities in support of strategies likely to achieve the organisational goals.
 - 3 Develop outline Public Relation plans appropriate to the marketing objectives, resources, marketing mix and environment of an organisation.
 - 4 Display an ability to apply the basic skills, techniques and practices involved in Marketing Public Relations, and in particular to communicate effectively as an individual.
 - 5 Critically appraise Marketing Public Relations communications.
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TEACHING METHODS

The learning and teaching process include lectures, individual research and study, student-led seminars and presentations. You will meet at seminars to share, compare and discuss your readings.

The syllabus is designed to be dynamic and cases will be selected from contemporary public relations practice.

ASSESSMENT METHODS

This module is assessed through an Academic essay (40%) and a Communication Plan (60%).