

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	PUBLIC RELATIONS FOR MARKETING		
<b>MODULE CODE</b>	PR3111 (L6)	<b>CREDIT VALUE</b>	20 UK CREDITS / <u>10 ECTS</u>
<b>SCHOOL</b>	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 public relations practice. However, its main focus will be on the application of public relations within a marketing context with a view to sensitising participants to the capacity for public relations to directly enhance the marketing performance of the organisation.

### MODULE CONTENT

#### Indicative syllabus content:

- **Introductory concepts**; nature, definition, and history of public relations. Publics and stakeholders. The range of public relations practices.
- **Theories** of relationships, cognition and behaviour, individual and mass communications.
- **Planning public relations**; 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.
- **Social Media**: Social Media's role in organisational relationship building with stakeholders, identity building and potential issues.
- **Promotional public relations**; corporate identity, product publicity and customer relations.
- **Activity based public relations strategies**; sponsorship, event management, issues 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. Analyse the role and functions of public relations within an organisation.
2. Identify and assess the range of theories that underpin public relations practice, and critically apply it appropriately.
3. Apply the techniques and practices needed to solve a marketing public relations problem, and communicate effectively.

### TEACHING METHODS

A variety of assessment methods will be employed that will give the students opportunities to show that they have mastered the relevant material.

### ASSESSMENT METHODS

This module is assessed through one Academic Essay and one Communication Plan.