

Module Details	
Module Code:	PREL B8014
Full Title:	PR Theory APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	10
Module Owner::	Tara Kinney
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Discuss the history,theory and ethical practice of public relations
MLO2	Identify the role, function and responsibilities of the professional PR practitioner
MLO3	Evaluate the tools and techniques used in public relations programmes
MLO4	Competently use PR tools and techniques to achieve mutual understanding and two-way communication with defined publics in a planned manner
MLO5	Appraise and discuss characteristics of major PR specialisms
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Introduction to public relations What is public relations?, Misconceptions surrounding PR, History of PR, The professional PR practitioner - skills and attributes	
The practice of public relations Typical structure of PR consultancies, In-house departments, Roles, The PR industry in Ireland	
PR campaigns - Preparation and implementation Situation analysis, Objectives, Defining publics, PR tools and techniques, Evaluation, Budgets - controlling costs, case studies to demonstrate best practice	
Role of the Press/ Media Officer Function, skills needed to perform the job, supplying material to the media	
PR Ethics PR industry codes of conduct - Code of Athens and Code of Lisbon	
Specialist Areas PR and press photography, Introduction to event management, Introduction to crisis management, PR and the media	
Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	3,4
Duration in minutes	0		
Assessment Description An indicative continuous assesment assignment could require students to research and develop a PR plan to support a particular assigned PR campaign			
Assessment Type	Class Test	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3,5
Duration in minutes	0		
Assessment Description n/a			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,5
Duration in minutes	0		
Assessment Description End-of-Semester Final Examination			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	3.00	3
Directed Reading	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Gunning, Ellen. (2007), Public Relations, A Practical Approach, Gill & Macmillan.

Supplementary Book Resources

Cutlip, Center and Broom. (2012), Effective Public Relations, 11th. Prentice Hall.

Seitel, F.P.. (2011), The Practice of Public Relations (9th Edition), 11th. Prentice Hall.

Carty, Francis Xavier. (1995), From John Paul to St Jack: Public Relations in Ireland, Able Press.

Theaker, A. (2012), The Public Relations Handbook, 4th. Routledge, London.

This module does not have any article/paper resources

Other Resources

Website,

<http://www.prii.ie>

Website,

<http://www.prca.ie>

Website, www.prweek.com.

Website,

<http://www.instituteforpr.org>