Module Details

Module Code:	PREL B8009
Full Title:	PR Strategy 2 APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	7.5
Module Owner::	Liz Englishby
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	Display detailed knowledge of the practice of PR as a management function.
MLO2	Critically evaluate and apply more advanced and specialized PR concepts and theories.
MLO3	Develop the skills to counsel management on appropriate strategies and tactics for a range of PR specialisms.
MLO4	Identify trends for the future development of PR as a discipline
MLO5	Critically evaluate the evolving role of PR in a global context.

Pre-requisite learning
Module Recommendations
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).
No recommendations listed

Module Indicative Content	
Political PR /Public Affairs ◦ Role of PR for political parties ◦ In opposition ◦ PR for governments	
Political Lobbying ◦ Interest Groups and Lobbying ◦ Lobbying Strategy Political process Devising a strategy Devising a media strategy Applying the strategy	
PR for charities and non profit organisations ◦ Role of PR for charities ◦ Challenges ◦ Innovative tools and tactics	
Cross-cultural PR ◦ Definition of International PR ◦ Driving forces ◦ Standardisation versus adaptation	
PR Consultation ◦ Approaches to consultation	
Future of PR ◦ Future challenges for the PR professional	

Module Assessment

Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Group Project	**% of Total Mark**	50
Marks Out Of	0	**Pass Mark**	0
Timing	n/a	**Learning Outcome**	2,3
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**	1,2,4,5
Duration in minutes	0		
Assessment Description End-of-Semester Final Examination			

Reassessment Requirement
A repeat examination *Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.*

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lectures supported by case studies and discussion	Every Week	3.00	3
Directed Reading	Non Contact	Students will be assigned current and seminal articles to review	Every Week	3.00	3
Independent Study	Non Contact	Analysis of case studies and readings	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.

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lectures supported by case studies and discussion	Every Week		
Directed Reading	Non Contact	Students will be assigned current and seminal articles to review	Every Week		

Module Resources

Recommended Book Resources

Cornelissen, Joep. (2011), Corporate Communication, 3rd Edition. Sage Publications.

Gunning, Ellen. (2007), Public Relations, A Practical Approach,, Gill and MacMillan.

Smith, Ronald. (2013), Strategic Planning for Public Relations, 4th Edition. Routledge, [ISBN: 1136172475].

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

Theaker, Alison and Yaxley, Heather. (2013), The Public Relations Strategic Toolkit,, Routledge.

Supplementary Book Resources

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

Carty, Francis Xavier. (1992), Farewell to Hype, The Emergence of Real Public Relations, Able Press.

Coombs, Holladay. (2010), PR Strategy and Application,, Wiley- Blackwell.

Cutlip, Center & Broom. (2012), Effective Public Relations,, Prentice Hall, [ISBN: 0132669153].

Grunig, J. and Hunt, T. (1984), Managing Public Relations, Harcourt Brace College Publishers, Fortworth.

Grunig, L; Grunig, J; Dozier, D. (2002), Excellent Public Relations and Effective Organisations;, Lawrence Erlbaum Associates Publishers,, Mahwah, New Jersey.

Heath, R. (2001), The Handbook of Public Relations,, Sage Publications.

L'Etang, Jacquie. (2009), Public Relations, Concepts, Practices and Critique,, Sage Publications.

Moss, D , Powell, M and DeSanto, B. (2010), Public Relations Cases, International Prespectives, Routledge, [ISBN: 0203088980].

Tench, R, Yeomans, L. (2009), Exploring Public Relations,, 2nd Edition. Pearson Education, [ISBN: 0273715941].

This module does not have any article/paper resources

Other Resources

Journal, PR Week.

Journal, Journal of Communication Management.

Journal, PR Review.

Journal, The Public Relations Journal.

Journal, California Management Review.

Journal, Journal of Business Ethics.

Journal, Journal of International Affairs.

Website,
 http://www.prii.ie

Website,
 http://www.prsa.org

Website,
 http://www.instituteforpr.com

Website,
 http://www.ipr.org.uk

Website,
 http://www.ipranet.org

Website,
 http://www.prca.ie

Website,
 http://www.globalpr.org

Website,
 http://www.cerp.org

Website, The Public Relations Strategist,
 http://www.prsa.org/Intelligence/TheStra tegist