

Module Details

Module Code:	BUSS B8023
Full Title:	PR Agency Lab APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	7.5
Module Owner::	Paula Mullen
Departments:	Unknown
Module Description:	<p>This last semester enables students to produce (in groups) a Public Relations campaign that is as close to industry standard as their skills and the available equipment will allow. For this module, we simulate the work of a PR agency, where teams work to provide public relations on a pro bono basis for a group of real clients, under the supervision of an account manager (lecturer). The PR graduate needs to be able to research and analyse any client's current situation; identify key communication objectives; target publics and key messages, and develop and execute a comprehensive, effective PR campaign to address those objectives. The variety of communication methods available to them (both online and offline) demands an appreciation of Integrated Marketing Communication and a range of skills to work effectively with each method. The project calls for effective group work, research skills, project management, creativity, attention to detail, writing skills, design skills, social media skills, client management and excellent communication skills. The campaign will allow students to include a significant body of work in their portfolios, as well as build their own reputations with potential employers, clients and media contacts. The project facilitates service learning, as many of the clients we work with are charities and non-profits - work that contributes to DkIT's goal of promoting sustainability.</p>

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Integrate knowledge and skills acquired in several distinct areas of study throughout the programme.
MLO2	Produce a well researched situation analysis and public relations campaign plan for a real client.
MLO3	Create a complete promotional PR campaign, including techniques such as PR planning, website development, social media, online PR, printed material, event management, crisis planning, outreach programmes, video production, photography, etc.
MLO4	Effectively work in a PR team with clearly defined roles and responsibilities.
MLO5	Confidently communicate with a client and manage the relationship, particularly in relation to setting expectations, reporting, troubleshooting and displaying flexibility and a positive attitude.
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			
No new material As this is a 'capstone' project, there is no new content generated in this module.			
Module Assessment			
Assessment Breakdown		%	
Course Work		100.00%	
Module Special Regulation			
Project-Students will continue work on a client identified in the Semester 7 'Action Research & Project Planning' module and use the situation analysis from that work as the basis for the PR Agency Lab project. This project will also be integrated with Semester 8's 'Digital Marketing' module to encourage students to use both online and offline communication techniques (learning outcomes 1, 2, 3, 4, 5).			
Assessments			
Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	5
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 1	Learning Outcome	2,5
Duration in minutes	0		
Assessment Description Campaign Objectives - In this document, explain proposed campaign objectives, key publics, and key messaging. Provide a rationale for each of the above. Assessment Criteria: •Strong rationale for choices made; •Clear, measurable, time-appropriate, client-focused objectives; •Appropriate messaging for target publics; •Informed and business-focused strategy.			
Assessment Type	Project	% of Total Mark	5
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 3	Learning Outcome	3,5
Duration in minutes	0		
Assessment Description Campaign Plan – This is a tactical plan, detailing your chosen techniques and activities. Please provide an explanation of your choices, your target media contact list, the supporting materials you propose to produce, team roles, and a project calendar clearly demonstrating the timeline for your work between now and the end of April. This plan should also include your projected /anticipated budget, and the evaluation criteria you would use to measure the success of your PR efforts at the end of the campaign. Assessment Criteria: •Strong rationale for choices made; •Thorough research; •Creativity and innovation; •Appreciation of and attention to detail; •Realistic expectations.			
Assessment Type	Portfolio	% of Total Mark	80
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 12	Learning Outcome	1,3,4,5
Duration in minutes	0		
Assessment Description Portfolio/Presentation – Please submit a portfolio of your campaign outputs, presented in an appropriate format of your choice. This should include any materials produced on behalf of the client, copies or recordings of any coverage secured. Presentation details (time, format, etc.) will be provided during the tutorials. Assessment Criteria: •Demonstration of practical skills and knowledge accumulated throughout PR programme and work placement; •Success of outcomes measured against objectives; •Professionalism; •Creativity.			
Assessment Type	Other	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 12	Learning Outcome	5
Duration in minutes	0		
Assessment Description Client/Staff Feedback Assessment Criteria: •Professionalism in client communication/management; •Demonstrated ability to understand client's situation and business goals; •Suitability of campaign to client's corporate culture and future direction; •Professionalism in dealing with academic, technical and support staff during the project			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
No repeat examination Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.			

Module Workload

Workload: Full Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecturer-Supervised Learning (Contact)	Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	7.00	7
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	2.00
This module has no Part Time On Campus workload.					

Module Resources
<i>This module does not have any book resources</i>
<i>This module does not have any article/paper resources</i>
<i>This module does not have any other resources</i>