

BUSS B8019: PR Skills and Processes

Module Details	
Module Code:	BUSS B8019
Full Title:	PR Skills and Processes APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	10
Module Owner::	Paula Mullen
Departments:	Unknown
Module Description:	<p>In today's challenging business environment, budgets are carefully allocated and results rigorously evaluated, with a need for public relations practitioners to plan, implement and evaluate clearly defined communication plans to support business objectives. This module is designed to teach students how to create and manage comprehensive public relations campaigns, from the initial needs analysis and goal-setting to budgeting and implementation. As the main vehicle of communication for public relations efforts, the media is critically important to the practice. This module will provide a thorough understanding of how PR feeds the media and how the PR professional can most effectively work with the media to achieve programme goals. PR work is usually conducted in either an Agency or In-house setting. This module will encourage students to appreciate the challenges of running the business of PR, and become aware of new business development, sales and positioning. Students will develop a comprehension of the management of enterprise.</p>

Module Learning Outcome		
On successful completion of this module the learner will be able to:		
#	Module Learning Outcome Description	
MLO1	Design a comprehensive PR plan for a client, including evaluation mechanisms.	
MLO2	Organise and execute a hands-on PR tactic for a client.	
MLO3	Explain how to build strong working relationships with media personnel and create effective media outreach lists.	
MLO4	Create strong, newsworthy press releases and pitches to promote a client's business.	
MLO5	Practice effective sales techniques.	
MLO6	Discuss PR agencies and departments as businesses, recognising the role of new business development, positioning and promotion.	
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>		
46268	PREL B8001	PR Theory 1
46286	PREL B8002	PR Writing 1
49913	PREL B8001	PR Theory 1
49914	PREL B8002	PR Writing 1

Module Indicative Content	
Developing the PR Plan • Situation Analysis (SWOT, Internal & External) • Setting Communication Objectives • Defining Key Publics and Core Messaging • Selecting Tactics and Media • Strategic Timing • Budgeting for PR • Campaign Results & Evaluation	
Media Relations • Background to relationship (conflict & cooperation, codes of conduct) • Working with media contacts (research, building contact databases) • Finding & creating news (newsworthiness, press releases, pitches) • Media training (interviews, media requirements, briefing material) • Understanding the media (radio, tv, print processes) • Media monitoring & reporting (making clips, scanning for coverage) • Characteristics and challenges of online media relations	
PR Management • New Business Development (segmenting & targeting markets; agency positioning, reactive/proactive pitching) • Managing an Agency (roles, team building, client management, revenue models, reporting, evaluation, etc.) • Managing an In-House PR dept. (Integrated Marketing Communication, Outsourcing, etc.) • Sales skills	
Module Assessment	
Assessment Breakdown	%
Course Work	60.00%
Final Examination	40.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	60
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3,4,5
Duration in minutes	0		
Assessment Description The Continuous Assessment requirements for this module are designed to give students practical, real-world experience in working with clients, and also to provide them with examples of work to help build a portfolio of work before graduation. An indicative set of assignments could include designing a PR plan for a client; organising and executing a small PR tactical event; researching and creating a media contact list; writing and pitching a press release on behalf of a client in order to secure media coverage, etc.			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,3,5,6
Duration in minutes	0		
Assessment Description End-of-Semester Final Examination			
Reassessment Requirement			
A repeat examination <i>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.</i>			

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>
Independent Study	Non Contact	No Description	Every Week	6.00	6
Lecture	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

Smith, R.D.. (2009), Strategic Planning for Public Relations, 3rd edition. Routledge, New York.

Seitel, F. P.. (2011), The Practice of Public Relations, Pearson Prentice Hall.

Wilcox, D.L.. (2013), Public Relations Writing and Media Techniques, 7th edition. Pearson, Boston.

Wilcox, D., Cameron, G.. (2012), Public Relations: strategies and tactics, 10th edition. Pearson, New York.

Salisbury, F.. (2011), Professional Selling: a journey, not a destination, Oak Tree Press, Cork.

Watson, T., Noble, P.. (2005), Evaluating Public Relations: a best practice guide to public relations planning, research and evaluation, Kogan Page, London.

This module does not have any article/paper resources

This module does not have any other resources