

IDST B8003: Industry Project

Module Details	
Module Code:	IDST B8003
Full Title:	Industry Project APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	English
Duration:	1 Semester
Credits::	30
Module Owner::	Paula Mullen
Departments:	Unknown
Module Description:	This research project is an opportunity for students to integrate and build upon learning from modules in the earlier stages of the degree. It allows students to research and report on a topic relating to their studies in Public Relations in order for them to familiarise themselves with the Industry in Ireland; build up a network of contacts; and contribute to the scholarship of Public Relations by advancing knowledge on one aspect of the PR profession. Through this study, the student will produce a substantial piece of work that will be of great value in his/her undergraduate portfolio of work.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Conduct a full investigation into an issue relevant to the Irish PR industry, using both primary and secondary research methods.
MLO2	Conduct a literature review and appraise the body of published work on the subject.
MLO3	Write a detailed report on the project.
MLO4	Assess the impact of the findings on the practice of PR in Ireland.
MLO5	Communicate effectively with PR professionals to compare findings to actual practice.
MLO6	Create a set of recommendations for PR professionals based on the research findings.
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	
Project Topic The student, in consultation with a supervisor, will identify an area of research within the PR industry in Ireland and undertake a full investigation of an agreed hypothesis. The topic should explore a trend or emerging issue in the Irish PR industry that warrants some attention and research. Such areas may include, but are not limited to: - Digital Media and PR - Measurement and Evaluation - Integrated Marketing Communication - International PR - PR for Charities/Non-Profits - Crisis Management and PR - Corporate Social Responsibility	
Methodology The student should carry out both primary and secondary research to develop the study in close consultation with Irish PR industry players, as agreed with the supervisor.	
Reporting The student should write up findings according to academic report guidelines taught earlier in the programme, using the Harvard Referencing System.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	100
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,4,5,6
Duration in minutes	0		
Assessment Description The student should produce a 5,000-6,000 word report on the chosen topic, including the following: - Abstract; Introduction & Rationale; Literature Review; Design & Methodology; Findings & Discussion; Conclusion; Recommendations; Bibliography; Appendices.			
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

<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	Self directed learning	Every Week	4.50	4.5
Directed Reading	Non Contact	Readings as directed by lecturer	Every Week	4.50	4.5
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					0.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Stringer, E.. (2007), Action Research, 3rd. Sage.
Daymon, C., Holloway, I.. (2011), Qualitative Research Methods in Public Relations and Marketing Communications, 2nd. Routledge.
Noble, P.. (2007), Evaluating Public Relations, 2nd. Kogan Page.
Heath, R.. (2005), Encyclopedia of Public Relations, Vol. 2., Sage.

This module does not have any article/paper resources

This module does not have any other resources