Module Details

Module Code:	RESA B8011
Full Title:	Action Research & Project Planning APPROVED
Valid From::	Semester 1 - 2019/20 (June 2019)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Eileen Murphy
Departments:	Unknown
Module Description:	This is a preparatory module for the PR degree capstone project in semester 8. The student will be introduced to action research and to a variety of appropriate research methods with a view to applying some of these into their Action Research proposal to be executed the following semester.

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Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	**Module Learning Outcome Description**
MLO1	Assess and evaluate the relevant literature in their research area
MLO2	Analyse appropriate research methods
MLO3	Identify an appropriate research outlet for their work.
MLO4	Create a coherent research proposal
MLO5	Argue for and defend (justify) their selected research project, the methodologies chosen, evaluating its relevance in the context of the research aim as stated in the Proposal.

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).		
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Module Indicative Content
What is action research? Fundamental Principles of Action Research
Conducting Action research on PR practice How to conduct meaningful Action research
Writing a literature review How to write a literature review
Qualitative research methods Introduction to relevant qualitative research methods for the PR project
the qualitative research interview How to conduct a qualitative interview
Conducting focus groups How to conduct an effective focus group
Qualitative content analysis The important of qualitative content analysis in PR research
Writing the research project Writing a quality research project

Module Assessment

Assessment Breakdown	%
Course Work	100.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Written Report	**% of Total Mark**	60
Marks Out Of	100	**Pass Mark**	40
Timing	End-of-Semester	**Learning Outcome**	1,3
Duration in minutes	0		
Assessment Description Working in groups, students write a situation analysis of their chosen client organisation, including PR objectives for the campaign they intend to execute in semester 8.			
Assessment Type	Presentation	**% of Total Mark**	40
Marks Out Of	100	**Pass Mark**	40
Timing	End-of-Semester	**Learning Outcome**	3,5
Duration in minutes	20		
Assessment Description Each student group gives a 15 minute presentation in front of a panel drawn up of lecturers on the PR programme, where they outline and defend the client organisation chosen, the research methods they used to carry out a situation analysis and the campaign objectives which form the conclusion of their research.			

No Project

No Practical

No Final Examination

Part Time On Campus

Course Work			
Assessment Type	Written Report	**% of Total Mark**	60
Marks Out Of	100	**Pass Mark**	40
Timing	n/a	**Learning Outcome**	1,2,3,4
Duration in minutes	0		
Assessment Description Working in groups, students write a situation analysis of their chosen client organisation, including PR objectives for the campaign they intend to execute in semester 8.			
Assessment Type	Presentation	**% of Total Mark**	40
Marks Out Of	100	**Pass Mark**	40
Timing	n/a	**Learning Outcome**	3,5
Duration in minutes	20		
Assessment Description Each student group gives a 15 minute presentation in front of a panel drawn up of lecturers on the PR programme, where they outline and defend the client organisation chosen, the research methods they used to carry out a situation analysis and the campaign objectives which form the conclusion of their research.			

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.*
Reassessment Description Working in groups, students write a situation analysis of their chosen client organisation, including PR objectives for the campaign they intend to execute in semester 8.

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	No Description	Every Week	2.00	2
Tutorial	Contact	No Description	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	4.00	4
				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

> **Stringer, E. (2014), Action Research, 4th. Sage, [ISBN: 9780761917137].**
>
> **Daymon, C & Holloway, I. (2011), Qualitative Research Methods in Public Relations and Marketing Communications, 2nd. Routledge.**

Supplementary Book Resources

> **Watson, T & Noble, P. (2014), Evaluating Public Relations, 3rd. Kogan Page, [ISBN: 9780749468897].**
>
> **Heath, R. (2013), Encyclopedia of Public relations Vol 2, 2nd. Sage, [ISBN: 9781452240794].**

This module does not have any article/paper resources

Other Resources

> **Website, Aral. Action Research resource papers,**
> **http://www.aral.com.au/resources/index.h tml**
> **Website, Whaling, H. HOW TO Write a PR Plan: Situation Analysis, Research and Goals/Strategy/Objectives,**
> **http://prtini.com/how-to-write-a-pr-plan -situation-analysis-research-and-goalsst rategyobjectives/**