

**APPROVED**

**Bachelor of Arts (Honours) in Public Relations and Online Communication**  
**Business and Humanities**

Programme Code	DK_BPROC_8	Mode of Delivery	Full Time On Campus, Part Time On Campus, Modular	No. of Semesters	8
Semesters Per Stage	2	NFQ Level	8		
Educational Aim of Programme	<p>The educational aim of this programme is to assist students in their academic, intellectual and personal development to enable them to work as professionals, developing, leading and sustaining the public relations industry. More specifically, it aspires to;</p> <p>1.To foster the intellectual ability of learners in a manner which enables them to make a meaningful contribution in their professional and personal lives.</p> <p>2.To develop graduates with the knowledge that will enable them to question, analyse, synthesise and critically evaluate situation and context in seeking solutions to problems.</p> <p>3.To instil a work ethic and develop a spirit of creativity, enterprise and innovation.</p> <p>4.To enable participants to critically examine and assess the scope and potential of the PR industry and to facilitate students' interaction with industry through Work placement.</p> <p>5.To enable students to develop confidence by the acquisition of the public relations, communication, technology, business and social skills and competencies required for them to be industry leaders in the future.</p> <p>6.To enable graduates to progress to further education.</p>				
External Code	Code:				

## Programme Learning Outcomes (PLOs)

On successful completion of this programme the learner should be able to :

#	Description
PLO1	An understanding of the theory, concepts and methods pertaining to a field (or fields) of learning An in-depth understanding of the theories, concepts and methods pertaining to the field of business and/or the particular sub-field of business, for example: Management and Organisation; Business and the Economic Environment; Information and Communication Systems Understanding should be one of emergent critical appraisal. An appreciation of the inter-relationships between business functions and processes.
PLO2	Detailed knowledge and understanding in one or more specialised areas, some of it at the current boundaries of the field(s) Extensive up-to-date knowledge and understanding of one or more of the core sub-fields of business, with a developed awareness of the received business environment, social responsibilities and the need for adaption and change. Demonstrate a knowledge that is integrated across a number of the core sub-fields, in general business degrees
PLO3	Demonstrate mastery of a complex and specialised area of skills and tools; use and modify advanced skills and tools to conduct closely guided research, professional or advanced technical activity Mastery of specialised business skills in one or more of the core sub-fields of business. Ability to review the literature in a specified field or sub-field of business, to access business data from a variety of sources and to use appropriate qualitative and quantitative methodological techniques for the purposes of primary and secondary research. Ability to write, present and defend material that articulates ideas, insights and analysis, using a variety of business media. Engage in debate in an organisational context, mindful of position. Have a comprehensive awareness and understanding of core recognised professional and technical standards in the particular field of business. Ability to use current technical language to describe practices in business, or a particular sub-field in business and apply them to structured problems. Demonstrate interpersonal skills of effective listening, negotiation, persuasion and presentation.
PLO4	Exercise appropriate judgement in a number of complex planning, design, technical and/or management functions related to products, services, operations or processes, including resourcing Ability to exercise judgement, to facilitate informed decisions on complex management, technical and functional areas relating to organisations, products, processes and services Ability to analyse business environments and to prepare options and scenarios to aid decision making in a business context.
PLO5	Use advanced skills to conduct research, or advanced technical or professional activity, accepting accountability for all related decision making; transfer and diagnostic and creative skills in a range of contexts Ability to analyse, interpret and manipulate data in pursuit of solutions to complex business problems. Ability to apply problem solving and creative thinking across a range of business sub-fields. Capacity to contribute creatively to the process of business development. Ability to integrate knowledge from a range of subject areas and analyse information from a variety of contexts. Critical understanding of the general ethical implications of job roles and responsibilities in a business and wider social context.
PLO6	Act effectively under guidance in a peer relationship with qualified practitioners; lead multiple, complex and heterogeneous groups Capacity to participate constructively, (contribute, collaborate and direct, if so charged), in complex team environments across the core business areas. Capacity to reflect on own practice and to develop an understanding of the pressure of organisational roles.
PLO7	Learn to act in variable and unfamiliar learning contexts; learn to manage learning tasks independently, professionally and ethically. Ability to function effectively in differing business contexts. Ability to act on own initiative to address own learning needs. Have a developed awareness of the need for the continued enhancement of the business competencies. Ability to train others in a supervised environment, in an aspect of a specialised or general sub-field of business.
PLO8	Express a comprehensive, internalised, personal world view, manifesting solidarity with others Capacity to be socially responsible and develop a sense of own value system. Capacity to draw complex information together and draw out policy information together and draw out policy implications. Capacity to reflect on own practice and reorganise skills set in order to produce something new.

## Semester Schedules

### Stage 1 / Semester 1

Mandatory	
Module Code	Title
BUSS B7Z02	<a href="#">Creativity, Innovation and Teamwork</a>
ADMN B7Z02	<a href="#">Essential Office Applications</a>

PREL B8Z01	<a href="#">Online PR</a>
RESA B7Z01	<a href="#">Research and Communication Skills</a>

### Stage 1 / Semester 2

Mandatory	
Module Code	Title
PREL B8016	<a href="#">Advertising</a>
DESG B8001	<a href="#">Graphic Design</a>
MEDA B8001	<a href="#">PHOTOGRAPHY</a>
PREL B8014	<a href="#">PR Theory</a>
PREL B8015	<a href="#">PR Writing</a>
COMM B7Z06	<a href="#">Workplace Communication Skills</a>

### Stage 2 / Semester 1

Mandatory	
Module Code	Title
ACCT B8001	<a href="#">Accounting</a>
MMED D8005	<a href="#">Digital Video Production</a>
ENGL E7005	<a href="#">Erasmus English 1</a>
LAW B8004	<a href="#">Media Law</a>
Elective	
Module Code	Title
MGMT B8Z07	<a href="#">Management</a>

### Stage 2 / Semester 2

Mandatory	
Module Code	Title
FNCE B8001	<a href="#">Business Finance</a>
BUSS B8020	<a href="#">Commercial Media Publishing</a>
BUSS B8021	<a href="#">Contemporary Ideas on Social Change</a>

BUSS B8019	<a href="#">PR Skills and Processes</a>
PSYC B8001	<a href="#">Social Psychology</a>
Elective	
Module Code	Title
ENGL E7006	<a href="#">Erasmus English 2</a>
MRKT B7004	<a href="#">Marketing</a>

### Stage 3 / Semester 1

Mandatory	
Module Code	Title
ENES B7Z02	<a href="#">Entrepreneurship</a>
EVNT B8001	<a href="#">Event Management for the PR Industry</a>
PRPF H7006	<a href="#">Life Skills for the Resilient Graduate</a>
MEDA B8007	<a href="#">Writing for Online Media</a>
Elective	
Module Code	Title
PLSC H7002	<a href="#">Contemporary Irish Politics</a>
ENGL E7005	<a href="#">Erasmus English 1</a>

### Stage 3 / Semester 2

Elective	
Module Code	Title
IDST B8003	<a href="#">Industry Project</a>
PLCE B8005	<a href="#">Placement Preparation*</a>
STAB B8Z01	<a href="#">Studies Abroad (General)</a>

### Stage 4 / Semester 1

Mandatory	
Module Code	Title
RESA B8011	<a href="#">Action Research &amp; Project Planning</a>

MGMT B8027	<a href="#">Crisis Management</a>
HRM H1003	<a href="#">Human Resource Management</a>
BUSS B8018	<a href="#">International Business</a>
PREL B8008	<a href="#">PR Strategy 1</a>

#### Stage 4 / Semester 2

Mandatory	
Module Code	Title
BUSS B8Z04	<a href="#">Business Ethics and Corporate Citizenship</a>
MRKT B8029	<a href="#">Digital Marketing Theory and Practice</a>
MEDA B8004	<a href="#">Media Studies</a>
BUSS B8023	<a href="#">PR Agency Lab</a>
PREL B8009	<a href="#">PR Strategy 2</a>