APPROVED

Bachelor of Arts in Public Relations and Online Communication (Exit Award)
Business and Humanities

Programme Code	DK_BPREL_7	Mode of Delivery	Full Time On Campus, Part Time On Campus, Modular	No. of Semesters	6

Semesters Per Stage	2	NFQ Level	7	Programme Credits	180

Language of Instruction	English

Educational Aim of Programme	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; 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. 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. 3.To instil a work ethic and develop a spirit of creativity, enterprise and innovation. 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. 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. 6.To enable graduates to progress to further education.

External Code	Code:

Programme Learning Outcomes (PLOs)

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

#	Description
PLO1	A developed and integrated knowledge of basic business areas: 1. Management and Organisation (Including: Accounting, Finance, Human Resources, Operations, Enterprise, Marketing , Strategy…) 2. Regulatory and Control Environment (Including Taxation, Auditing and Corporate Governance …) 3. Information and Communication System (Including: Accounting Information and Communications Technology, Systems Development and Management …) 4. Economics (Including: Sectoral and International Econometrics and History …) A recognition of how business functions interrelate and are integrated.
PLO2	Recognition of limitations of current knowledge and familiarity with sources of new knowledge; integration of concepts across a variety of areas. Elaborated understanding and preliminary critical orientations towards established business framework and theories. An integrated application towards disparate subject areas. Contextualised and specialised knowledge of specific aspects of the business environment.
PLO3	Demonstrate specialised technical, creative or conceptual skills and tools across an area of study Demonstrate an ability to communicate to both peers and supervisors, on technical matters in the particular sub-field of business. Demonstrate the techniques, skills and knowledge for training in the particular sub-field of business. Demonstrate from the knowledge the specialist technical know-how, relevant to the particular sub-field of business.
PLO4	Exercise appropriate judgement in planning, design, technical and/or supervisory functions related to products, services, operations or processes Awareness of planning, design and innovation issues. Awareness of the issues related to the non-structured business scenarios.
PLO5	Utilise diagnostic and creative skills in a range of functions in a wide variety of contexts Ability to supervise specific work tasks. Ability to analyse, interpret and manipulate data in pursuit of solutions to specific business problems.
PLO6	Accept accountability for determining and achieving personal and/or group outcomes; take significant or supervisory responsibility for the work of others in defined areas of work Ability to take direction, accept criticism and use feedback to enhance own performance and that of others. Capacity to participate constructively, (contribute and collaborate), in a non-structured team environment, across the core business area. Self-directed in terms of time, motivation and planning; and self-aware to be open and sensitive to others.
PLO7	Take initiative to identify and address learning needs and interact effectively in a learning group Ability to integrate knowledge and work-life experiences. Ability for autonomous, independent learning. Identify learning needs and develop learning competencies through case study, discussion groups and/or problem based learning.
PLO8	Express an internalised, personal world view, manifesting solidarity with others Appreciation of social, community and ethical issues in a business context.

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	**Title**
BUSS B7Z02	**Creativity, Innovation and Teamwork**

ADMN B7Z02	**Essential Office Applications**

PREL B8Z01	**Online PR**

RESA B7Z01	**Research and Communication Skills**

Stage 1 / Semester 2

Mandatory	
Module Code	**Title**
PREL B8016	**Advertising**

DESG B8001	**Graphic Design**

MEDA B8001	**PHOTOGRAPHY**

PREL B8014	**PR Theory**

PREL B8015	**PR Writing**

COMM B7Z06	**Workplace Communication Skills**

Stage 2 / Semester 1

Mandatory	
Module Code	**Title**
ACCT B8001	**Accounting**

MMED D8005	**Digital Video Production**

LAW B8004	**Media Law**

Elective	
Module Code	**Title**
ENGL E7005	**Erasmus English 1**

MGMT B8Z07	**Management**

Stage 2 / Semester 2

Mandatory	
Module Code	**Title**
FNCE B8001	**Business Finance**

BUSS B8020	**Commercial Media Publishing**

BUSS B8021	**Contemporary Ideas on Social Change**

BUSS B8019	**PR Skills and Processes**

PSYC B8001	**Social Psychology**

Elective	
Module Code	**Title**
ENGL E7006	**Erasmus English 2**

MRKT B7004	**Marketing**

Stage 3 / Semester 1

Mandatory	
Module Code	**Title**
PLSC H7002	**Contemporary Irish Politics**

ENES B7Z02	**Entrepreneurship**

EVNT B8001	**Event Management for the PR Industry**

PRPF H7006	**Life Skills for the Resilient Graduate**

MEDA B8007	**Writing for Online Media**

Stage 3 / Semester 2

Elective	
Module Code	**Title**
IDST B8003	**Industry Project**

PLCE B8005	**Placement Preparation***

STAB B8Z01	**Studies Abroad (General)**