

MODULE DESCRIPTOR

MODULE TITLE	Corporate Public Relations and Advertising		
Module Code	44-6970-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Coursework		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	YES		

1 MODULE AIMS

The aims of this module are to:

- develop within students a detailed understanding of the nature, role and contribution of tactical and strategic public relations (PR) and advertising in private, public and not-for-profit organisations;
- develop the framework within which students are capable of developing integrated tactical and strategic public relations plans as part of the overall marketing strategy
- appreciate the potential contribution of public relations and advertising to the effective management of cause-related marketing and crisis management; and
- develop an understanding of approaches to the short and long term measurement of public relations campaign effectiveness.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Critically evaluate the strategic and tactical role and contribution of public relations within the overall context of a marketing, promotional and advertising strategy within the private, public and not-for-profit sectors;
2. Identify and evaluate potential public relations targets and develop cost-effective tactical and strategic public relations plans;
3. Demonstrate how public relations and advertising can contribute to the effective management of market and marketing crises;
4. Integrate internal and external PR and advertising activity;

5. Demonstrate the pivotal contribution that public relations and advertising is capable of making to cause-related marketing campaigns;
6. Assess and manage the ethical issues and conflicts within public relations and advertising; and
7. Monitor and evaluate PR and advertising campaign performance.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

A variety of resources will be used, including lectures, small group discussions, videos, case studies and in-class exercises.

Lectures will be used to introduce students to the underpinning concepts, techniques and frameworks. The lecture material will, in turn, be supplemented and supported by a programme of recommended reading.

Seminars will take several forms ranging from discussions and in-class exercises, through to the analysis and presentation of pre-seen case study material. Students will be expected to read material in advance of the seminars in order to help facilitate their learning.

The module will be assessed by 100% coursework. Details of the coursework, together with timings for submission, will be given to students at the start of the module.

Key skills that will be especially developed in this module are solving problems, setting goals, communicating and reflection.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2500 words	No
2	Coursework	CW	50%	2500 words	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- The frameworks for public relations: publicity, information, asymmetric and symmetric models;
- The strategic and tactical roles of PR and its contribution to marketing, promotional and advertising strategy in the private, public and not-for-profit sectors;
- Emerging perspectives on public relations: the corporate PR versus marketing PR debate;
- An appraisal of contemporary PR and advertising practice within the developed and developing markets;
- The identification and assessment of internal and external PR targets: the stakeholder versus public's debate;
- Public relations methods and techniques: approaches to the development and management of integrated PR and advertising strategies;

- The development of tactical and strategic public relations plans;
- Public relations and corporate advertising;
- Cause related marketing;
- Crisis communications;
- Approaches to the short and long term measurement of PR and advertising effectiveness; and
- Ethical issues and conflicts in public relations and advertising.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS

Module handbook
 Assessment briefs
 Course/Module Blackboard site

THIS INFORMATION CAN BE FOUND IN

[PROVIDE LIST/SOURCES, INDICATING WHERE AND HOW THE SUPPORTING INFORMATION WILL BE MADE AVAILABLE TO STUDENTS, e g. module handbook, assessment briefs, course handbook)]

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review