MODULE SPECIFICATION

KEY FACTS

<table>
<thead>
<tr>
<th>Module name</th>
<th>Public Relations and Corporate Communications</th>
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<tbody>
<tr>
<td>Module code</td>
<td>BS2217</td>
</tr>
<tr>
<td>School</td>
<td>Cass Business School</td>
</tr>
<tr>
<td>Department or equivalent</td>
<td>Undergraduate Programme</td>
</tr>
<tr>
<td>UK credits</td>
<td>15</td>
</tr>
<tr>
<td>ECTS</td>
<td>7.5</td>
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<tr>
<td>Level</td>
<td>5</td>
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<td>Delivery location (partnership programmes only)</td>
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MODULE SUMMARY

Module Outline:

The module is relevant to all students who want to equip themselves for a future career in marketing communications, either on agency or client-side. Public Relations (PR) is the business discipline that manages reputation - for individuals, organisations, products/services, governments and even countries. This module examines the theory of public relations and corporate communications and the application of its tools and techniques in building and maintaining reputation from a practical and practitioner-driven perspective. It is delivered through a combination of lectures, expert guest speakers, case studies and Group presentations.

There is a strong emphasis on student-centred learning with regular in-lecture Group discussion, student-presentations of Group work and practical assignments.

Module Aims:

- To develop a detailed knowledge and critical understanding of recent developments in contemporary public relations and corporate communications both from a theoretical as well as practical practitioner perspective
- To develop an ability to critically evaluate different public relations and corporate communications strategies and to examine and critically engage with new approaches and tools within the area of public relations
- To ensure students are able to create and devise public relations campaigns (planning, delivery and evaluation) based on current developments in the communications environment
- To develop the skills necessary for employment in the communications industry, both on the agency and client side.
Content Outline:

Lecture 1: Public relations in context
Lecture 2: Theories of PR
Lecture 3: PR and propaganda
Lecture 4: Segmentation of audiences
Lecture 5: PR strategy, planning, research and measurement
Lecture 6: PR tactics (news releases, case studies, content marketing)
Lecture 7: Sponsorship
Lecture 8: Corporate Social Responsibility
Lecture 9: Public Affairs
Lecture 10: Ethics and PR
Lecture 11: Revision session
**WHAT WILL I BE EXPECTED TO ACHIEVE?**

On successful completion of this module, you will be expected to be able to:

**Knowledge and understanding:**
- Assess and critically evaluate recent practices in public relations and corporate communications.
- Have an insight in good and poor public relations and corporate communications practice.
- Understand how specialist PR tools such as sponsorship and public affairs can help achieve organisational and PR objectives.
- Understand the law, Codes of Conduct and ethics that impact the practice of PR and corporate communications.

**Skills:**
- Judge, create, implement and evaluate public relations campaigns drawing upon contemporary developments.
- Conduct systematic research drawing upon secondary sources to inform practical communications decisions.
- Writing compelling news releases, case studies, and content marketing outputs.
- Engage with diverse audiences across all media channels, including social media, in getting key messages across.

**Values and attitudes:**
- Have a strong grasp of the key role of ethics in PR and corporate communications practice.
- Understand the role played by Corporate Social Responsibility (CSR) in PR.
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

**HOW WILL I LEARN?**

A variety of learning and teaching methods will be used in this course. Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class.
discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Tutorials are used to explore the concepts and practices covered in the lectures in more detail. Specifically, they are used primarily to demonstrate technical material, although some discussion and analysis will accompany the practical techniques. Tutorials take place in smaller groups and you are expected to interact with the tutor and other students.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures and tutorials. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

Teaching pattern:

<table>
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<th>Teaching component</th>
<th>Teaching type</th>
<th>Contact hours (scheduled)</th>
<th>Self-directed study hours (independent)</th>
<th>Placement hours</th>
<th>Total student learning hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>Lectures</td>
<td>22</td>
<td>128</td>
<td></td>
<td>150</td>
</tr>
</tbody>
</table>

Totals 22 128 150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Group Coursework and an unseen written Examination.

Working in your groups:

- Identify an existing product, service, organisation, cause or similar that has been supported by a PR campaign in the past 12 months.

- Critically review the campaign with specific reference to: campaign objectives (including geographical and time constraints); target audience and any segmentation; creative concept; key messages; PR strategy; tools and tactics (including target media); timing and sequencing; budget/spend; outcomes; and the integration of the PR campaign with other marketing communications activities. (30% of marks)

- Recommend a follow-up campaign for your selected product, service, activity,
organisation, cause or similar, which will run in 2016. Your proposals should include: updated objectives; whether any alternative or additional audience segments will be targeted; new and innovative creative concept and message platform; PR strategy; tools and techniques; detailed timing and sequencing; budget/spend; and evaluation strategy. You should justify your recommendations and proposals throughout, including with reference to relevant academic theory and research. (30% of marks)

- Provide the following as appendices to the assignment (30% of marks):
  - A time plan that summarises your campaign elements and their sequencing
  - A detailed media plan showing which media (traditional, owned, social and hybrid) you will be targeting. You should include media profile and circulation where possible along with specific journalists, bloggers etc. who you intend to approach as relevant
  - A mood board that illustrates/brings to life your creative concept and key messages
  - A news release that communicates your key messages in an engaging and imaginative way

Up to 10% of marks will additionally be awarded for report style and quality of writing. You will need to integrate academic theory at all stages of your report including the correct use of referencing. A formal report style should be adopted.

The word limit for the main report is 2500. Excessive word counts will be penalised. References and the bibliography must also be included although they do not form part of the word count. Appendices are excluded from the word count but must only be the four stipulated above and should be referred to in the main text.

At the end of the module you will sit one final 135 minute exam during the University exam period.

Assessment pattern:

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<thead>
<tr>
<th>Assessment component</th>
<th>Assessment type</th>
<th>Weighting</th>
<th>Minimum qualifying mark</th>
<th>Pass/Fail?</th>
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<tr>
<td>Coursework</td>
<td>Written assignment, including essay</td>
<td>40%</td>
<td>40</td>
<td>N/A</td>
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<tr>
<td>Examination</td>
<td>Written Examination</td>
<td>60%</td>
<td>40</td>
<td>N/A</td>
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Assessment criteria
Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment
Following an assessment, you will be given your marks and feedback in line with the University’s Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations
The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Core texts

Recommended reading

Journals and Trade Press
*Corporate Reputation Review; Journal of Marketing Communications; Journal of Communication Management; Journal of Public Relations Research; Journalism and Mass Communications Quarterly; Public Relations Journal; Public Relations Quarterly; Public Relations Research Annual; Public Relations Review; PR Week; Marketing Week; Marketing*

Version: 1.0
Version date: March 2016
For use from: 2016/17


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<th><strong>Description</strong></th>
<th><strong>Percentage (%)</strong></th>
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<tr>
<td>N500</td>
<td>The techniques involved in the management of an organisation’s relationship with its customers and the world at large.</td>
<td>100</td>
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