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| Module Title: | PR and Media Internship Project |
| Language of Instruction: | English |
| Credits: | 15 |
| NFQ Level: | 8 |
| Module Delivered In | 3 programme(s) |
| Teaching & Learning Strategies: | A range of teaching and learning strategies will be used. These will vary according to the particular project that is being assigned to learners. It is expected that student-centred learning strategies such as enquiry-based learning and problem-based learning will be used extensively in all projects specifications. |
| Module Aim: | This learner-centred module aims to allow students to develop public relations and media practice knowledge by engaging with communications strategies in an applied project. Through this, it is envisaged that they will apply theory, synthesise knowledge acquired in previous modules and develop transferable skills. This module will facilitate students in acquiring practical knowledge and experience of the public relations and media industries. |

| Learning Outcomes | |
|---|--|
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Apply knowledge acquired in other modules of the programme. |
| LO2 | Assess a contemporary issue in public relations and media industries |
| LO3 | Develop and defend solutions for public relations and media industries |
| LO4 | Demonstrate organizational skills for project management. |
| LO5 | Demonstrate interpersonal, communication and presentation skills |

| Pre-requisite learning |
|--|
| Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> |
| No recommendations listed |
| Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |
| No incompatible modules listed |
| Co-requisite Modules |
| No Co-requisite modules listed |
| Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i> |
| Learners must have successfully completed the specified Orientation programme for the module. |

Module Content & Assessment
Indicative Content
Indicative content

Introductory sessions and a series of workshops will be conducted on the topics relating to the specific project that is being undertaken, e.g. research sessions, literature review sessions, etc.... A public relations/media project will form the basis for learning in the module. The project will consist of a number of components/tasks and these will be the fundamental learning blocks of the module. The tasks are carefully chosen to ensure the students meet the learning outcomes of the module. The tasks will be of variable lengths, ranging from one to several weeks, dependent on the task and the specific project. Tasks will cover a range of public relations and media disciplines, will demand specific knowledge and will enable the student to develop a relevant skill set. Each task will include the time for researching, planning, organising, decision-making, implementing, analysing and assessing. Tasks may be group or individually-based.

Resources

Various resources will be made available to learners. These will vary according to the project being undertaken.

Assessment Breakdown
%

Project

100.00%

No Continuous Assessment

Project

| <i>Assessment Type</i> | <i>Assessment Description</i> | <i>Outcome addressed</i> | <i>% of total</i> | <i>Assessment Date</i> |
|------------------------|-------------------------------|--------------------------|-------------------|------------------------|
| Project | n/a | 1,2,3,4,5 | 100.00 | End-of-Semester |

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Seminars | Every Week | 1.12 |
| Independent Learning | Every Week | 15.00 |
| Total Hours | | 16.12 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|------------------|
| CW_DPCCS_B | Bachelor of Arts (Honours) in Content Creation and Social Media | 6 | Group Elective 3 |
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 6 | Group Elective 3 |
| CW_BHCPR_D | Bachelor of Arts in Public Relations and Media | 6 | Group Elective 3 |