

Module Title:	An Introduction and History of Public Relations
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	<ul style="list-style-type: none"> • Lectures - Communication of knowledge and ideas between lecture and student. • Problem Solving Exercises – students will individually and as part of a team to resolve various scenarios. • Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. • E-Learning – learner participation and creativity.
Module Aim:	The aim of this module is to introduce the students to the context of public relations. Students will be given an insight into the history of PR as well as attempting to understand what public relations 'is'. Students will also examine the role of a PR Practitioner in an ever changing world.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe the foundations of public relations and its development to the present day and be aware of its likely future directions;
LO2	Develop an understanding of what exactly public relations 'is'
LO3	Identify the range of communication tools used by public relations practitioners
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>	
No requirements listed	

Module Content & Assessment

Indicative Content

The History and Nature of Public Relations

Evolution of the concept Definitions of public relations Inhouse and agency (consultancy) PR

The Role of a PR Practitioner

Inhouse and agency (consultancy) work in Public Relations The 'Publics' of Public Relations

Writing in Public Relations

Writing press releases and photocall invitations Infographics Captioning photographs Writing for twitter, facebook and other online platforms

Assessment Breakdown	%
Continuous Assessment	70.00%
End of Module Formal Examination	30.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	History of PR - Presentation	1,2	20.00	n/a

No Project

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Writing assessments including Press Release, Photocall Invitation, Infographics and Caption Photography	2,3	50.00	n/a

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Two hour written exam	1,2,3	30.00	End-of-Semester

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

Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Estimated Learner Hours	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	1	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	1	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	1	Mandatory