

<b>Module Title:</b>	Public Relations Research and Evaluation
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	<ul style="list-style-type: none"> <li>• Lectures - Communication of knowledge and ideas between lecture and student.</li> <li>• Problem Solving Exercises – students will individually and as part of a team to resolve various scenarios.</li> <li>• Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills.</li> <li>• E-Learning – learner participation and creativity.</li> </ul>
<b>Module Aim:</b>	This module aims to provide students with the skill set necessary to plan, implement and evaluate a public relations campaign. Equal emphasis is placed on understanding and skill development. It also includes an academic writing component to help understand the link between academic theory and practice.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Conduct basic public relations research including online research
LO2	To construct a PR Evaluation Project
LO3	Critique Public Relations Evaluation (PRE)
LO4	Understand the professional literature of public relations
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<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

#### Designing a PR campaign questionnaire

Questionnaire design; Research process;

#### Administration of a questionnaire, analysis of the data gathered

Constructing a sample Conducting fieldwork Collecting data Data analysis Introduction to data analysis Quantitative methods in PR campaign evaluation

#### Evaluation in Public Relations

Evaluation research process Levels of programme evaluation Implementation criteria and methods Interpreting and using results of evaluation

#### Literature Review

What is a literature review? How to write a literature review Literature examples/templates

### 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
Project	PR Evaluation Project – student will monitor and evaluate the online and traditional media coverage of an organisation of their choice.	2,3	30.00	n/a
Written Report	Academic Writing. Students attend a two hour literature review workshop following on from which they complete a review of relevant literature in the public relations field	4	20.00	n/a
Practical/Skills Evaluation	Research, Prepare, Design and Present a Research Questionnaire	1	20.00	n/a

No Project

No Practical

### End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	2 hour written exam	1,2,3,4	30.00	End-of-Semester

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

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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_BHCPR_B	<a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>	3	Mandatory
CW_BHCPR_D	<a href="#">Bachelor of Arts in Public Relations and Media</a>	3	Mandatory