

Module Title:	Specialist Areas in Public Relations
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	4 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 specialist areas of public relations. This will provide students with a knowledge and awareness of the diversity of its occupation.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Discuss the range of functions and activities encompassed by the public relations profession
LO2	Comprehend the importance of crisis public relations and know the basic techniques for implementing a crisis PR plan
LO3	Increase awareness of the diverse and specialist areas within the public relations profession
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

Crisis Public Relations

How to prepare for a crisis – not 'if' but 'when'; Case Studies.

Political Public Relations

Working in Political PR; Politics in Ireland; Lobbying; Debating; How PR-STV Works.

Consumer Public Relations

What it's like to work in Consumer PR; Guest lectures.

Corporate Public Relations

What it's like to work in Corporate Public Relations; Guest lectures.

Other specialists areas

An examination of other specialist areas in Public Relations including Financial PR, Project Communications, Public Consultation Process, Litigation PR; Community PR; Internal and External Communications

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
Case Studies	Crisis PR assessment	2	20.00	n/a
Presentation	Research (including contact with a PR Practitioner) and present a PR Specialist area of the student's choice	1,3	30.00	n/a
Performance Evaluation	Students will attend a series of guest lectures from various PR Practitioners after which they will be required to write a short reflection piece	1,3	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	End of year 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		
<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

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	4	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	4	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	6	Group Elective 3
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	6	Group Elective 3