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| Module Title: | Public Relations Research and Evaluation |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 7 |
| Module Delivered In | 2 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: | 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. |
| Learning Outcomes | |
| <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 |
| 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

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

| 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 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|-----------|
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 3 | Mandatory |
| CW_BHCPR_D | Bachelor of Arts in Public Relations and Media | 3 | Mandatory |