

Module Title:	PR Campaign Project
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	1 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 acquire the necessary analytical skills to engage and gain work with a 'real' client in Public Relations. The module also aims to enable students to understand the relevance of Strategy and Theory at the advanced stage of their study in Public Relations
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Complete a Public Relations campaign for a 'real' client
LO2	Analyse and think critically about public relations and public relations campaigns
LO3	Understand and explain how the Public Relations industry functions and how to gain employment in the occupation.
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

Theoretical design and strategic choice of Public Relations Campaign

Theoretical foundations of modern Public Relations practice

Liaising between client and consultant

Designing, writing and presenting a brief

Designing a campaign

Target audience selection Objectives and Strategy PR tools and techniques

Advanced Public Relations practice

Evaluation of contemporary Public Relations issues and campaigns through case study analysis

Intrapreneurship and Entrepreneurship

Working in a public relations company Starting your own company Curriculum vitae/cover letter/portfolio/mock interview

Assessment Breakdown

	%
Project	50.00%
Practical	20.00%
End of Module Formal Examination	30.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Research, prepare and present a public relations communications campaign for a real client.	1,2	50.00	n/a

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Students prepare themselves for employment by attending a 'mock job interview'.	3	20.00	n/a

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Two hour written exam	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	6.00
Estimated Learner Hours	Every Week	12.00
Total Hours		18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	7	Mandatory