

Module Title:	Networking in Public Relations
Language of Instruction:	English
Credits:	5
NFQ Level:	7
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 acquire the necessary analytical skills to critically appraise and document contemporary public relations problems and opportunities and influence their solutions. Students will experience the world of networking and conferences by organizing and attending various events.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Analyse and think critically about public relations
LO2	Understand the importance of networking at events and conferences
LO3	Understand how to gain employment in the Public Relations Industry
LO4	Increase awareness of how to organise an event
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

Networking in Public Relations

What exactly is meant by 'Networking' in Public Relations and how should we do it

Intrapreneurship and Entrepreneurship

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

Event Organisation

How to organise an event; The importance of attention to detail; How to network at an event

Assessment Breakdown	%
Continuous Assessment	30.00%
Practical	70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Students will organise an event. The students will be marked on the attention to detail in the organisation of the event as well as how they network at the event. Students will also be marked on a reflective piece of work following on from the event.	2,4	30.00	n/a

No Project

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Students prepare job application details as well as completing a mock style job interview	3	40.00	n/a
Practical/Skills Evaluation	Students attend and network at the annual PRII Conference. In the event of a student not being able to attend, said student must complete a 5,000 word assignment on a PR Topic given by their lecturer	1,2	30.00	n/a

No End of Module Formal Examination

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_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	6	Group Elective 3
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	5	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	5	Mandatory