

Module Title:	Public Relations 1
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	No Programmes
Teaching & Learning Strategies:	<ul style="list-style-type: none"> • Lectures - Communication of knowledge and ideas between lecture and student. • Problem Solving Exercises – students will work as part of a team and will work together 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; input of information onto Blackboard
Module Aim:	<p>The aim of this module is to introduce the students to the core areas of public relations and public affairs. This will provide them with a foundation that will be built on in years 2 and 3. They will understand the relationships between the client and the various communications functions undertaken by public relations practitioners and develop an understanding of the political arena in Ireland, Europe and worldwide.</p>
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe the foundations of public relations and its development to the present day and be aware of its likely future directions;
LO2	Discuss the range of functions, activities and specialist areas encompassed by the public relations profession
LO3	Understand the importance of online writing for the public relations industry
LO4	Comprehend the importance of crisis public relations and know the basic techniques for implementing a crisis PR plan
LO5	Evaluate PR-STV and its strengths and weaknesses
LO6	Discuss the history and role of the political parties and of local government in the state.
LO7	Discuss Ireland's role in the EU.
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

The History and Nature of Public Relations

Evolution of the concept Definitions of public relations Inhouse vs consultancy The Situational Theory of Publics in Public Relations

Media Relations

Role Of The Press Officer Role of a PR Consultant Writing Press Releases And Feature Articles Presentation Of Press Material International, National And Provincial Press

Tools in Public Relations

Organising functions and events Writing press releases and photocall notices Seminars, meetings and conferences Photographs and visual media Internet, electronic and online social media

Ethics in Public Relations

Individual Ethics in Public Relations Managerial Ethics Managing Ethical Behaviour Codes of Ethics for Public Relations Communicating Ethical Principles and Values Corporate Social Responsibility (CSR)

Crisis Public Relations

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

The Foundation of the State

The Prelude to Statehood The establishment of Statehood The consolidation of Statehood

The Electoral System

The Proportional Representation How PR-STV Works The Political Consequence of PR-STV

The Political Parties

The Origins of the Party System Competition between Parties The Changing Party System Making Policy Seanad Eireann Government Departments The Functioning of the Government Monitoring Irish Government Interest Groups and the Political Process Influencing Public Policy Political Lobbying Debating

Ireland and the EU

Historical Overview of EU Ireland's Relationship with the EU EU Institutions and Ireland Consequences of an expanded EU for Ireland

Assessment Breakdown

	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	10% - Crisis PR assessment. Group assessment. Students decide on a case study of their choice and critique the crisis that occurred from a PR point of view. Group presentation of case study in class.	2,4	10.00	n/a
Written Report	Writing assessment - writing news release and photocall notice	2	10.00	n/a
Other	Write, design and create an infographic	2,3	20.00	n/a
Case Studies	10% - Debate in class (politically orientated)	5,6,7	10.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Three hour written exam	1,2,4,5,6,7	50.00	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	30 Weeks per Stage	3.00
Estimated Learner Hours	30 Weeks per Stage	3.67
Total Hours		200.00

