

<b>Module Title:</b>	Public Relations 3
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	No Programmes
<b>Teaching &amp; Learning Strategies:</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Problem Solving Exercises – students will work as part of a team and will work together to resolve various scenarios.</li> <li>• Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills.</li> <li>• E-Learning – learner participation and creativity; input of information onto Blackboard</li> </ul>
<b>Module Aim:</b>	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. The module also aims to prepare graduates for entry into the Public Relations industry.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Design a brief for a consultancy firm and liaise between client and consultant.
LO2	Complete a Public Relations campaign for a 'real' client
LO3	Analyse and think critically about public relations and public relations campaigns
LO4	Deconstruct the advanced theories and techniques used in planning and executing public relations/communications campaigns.
LO5	Understand and explain how the Public Relations industry functions and how to pursue employment opportunities within the industry.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <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. Presentations to client will be recorded for perusal by the external examiner, given that it is a 50% CA.	1,2,3,4	50.00	n/a

**Practical**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Students prepare themselves for employment market by attending a 'mock job interview'.	5	20.00	n/a

**End of Module Formal Examination**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	n/a	3,4,5	30.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

**Module Workload**

<b>Workload: Full Time</b>		
<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

