

Module Title:	Public Relations 2
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	<ul style="list-style-type: none"> • Lectures • 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>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 a critical thinking component that requires each student to read about, analyse, and discuss current public relations communication activities and issues.</p>
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Create a public relations campaign including references to online campaigns
LO2	Conduct basic public relations research including online research
LO3	To construct a Media Relations Project
LO4	Critique Public Relations Evaluation (PRE)
LO5	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
Selecting a campaign type and target audience(s) & identifying research needs The role of research Defining problem situations Completing a media log project
Designing a PR campaign questionnaire and an interview strategy 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
Setting campaign goals, preparing a campaign action plan and setting a budget Setting objectives Decision making in organisations Working with other departments Costing and controlling costs
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	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	10% - Literature Review. Students attend a two hour literature review workshop (worth 20% of their overall mark) following on from which they complete a review of relevant literature in the public relations field	4,5	10.00	n/a
Case Studies	20% - Group PR Campaign presentation incorporating research design (questionnaire) (group)	1,2,3,4,5	20.00	n/a
Case Studies	20% - Media Relations and Evaluation Project – student will create the tools to endeavour to generate publicity and monitor the print, broadcast and online media coverage of a company/organisation of their choice for one month. After this duration, a media relations project will be prepared and presented in class by each student. They will also write an essay outlining different methods media evaluation.	1,3,4,5	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	3 hour written exam	1,2,3,4,5	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

