

Module Title:	Fundamentals of Media and PR Law 2
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	<p>The learning outcomes will be achieved through the following teaching methodologies:</p> <ul style="list-style-type: none"> • Lectures - communication of knowledge and ideas from the lecturer to the student. • In class problem solving exercises - will enable the students to discuss the material critically and thoroughly by teasing out difficult points; solving problems; debating controversial topics, particularly in the field of emerging on-line and internet media advances in an intimate and supportive environment. • Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. • E-Learning – It is envisaged that the module will be supported with on-line learning materials. • Self-Directed Independent Learning – the emphasis on independent learning will develop a strong and autonomous work and learning practices.
Module Aim:	<p>The aim of this module is to guide the learner through a course of study, which should enable him/her gain knowledge of the practical laws which impact on working in the field of traditional and digital media and PR and to assist the student to develop the analytical skills required to ethically apply their legal knowledge to various scenarios in media and PR careers.</p>
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Be able to analyse, discuss and evaluate the pros and cons of setting up a business as a Company, a Partnership or as a Sole trader and demonstrate an understanding of rights of employees working in media and PR.
LO2	Demonstrate an ability to understand and apply the various legal requirements that have to be met in organising and managing indoor, outdoor and special events.
LO3	Display understanding of the laws that apply to online sales and marketing and ethical standards.
LO4	Illustrate an understanding of the constituent elements of the regulation and ethical codes that apply to journalists and media and PR activities.
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

Law relevant to working/setting up practice in Media or PR

• Setting up a practice-the options of forming a Company, Partnership or operating as a sole trader, • Rights of employees, Leave, Hours of work ,Pay, Termination -types of employee, importance of establishing whether you are an employee or self employed

Law relevant to PR and Event management

• Introduction to contract law • Permits, Planning law and licencing of Outdoor events/Indoor events/Special events(Concerts, Festivals, Public Events and Theatres)-role of fire officer, local council • Law regarding serving alcohol at events, • Introduction to Negligence, Public Liability and Occupiers Liability, Health and Safety

Media/PR in Politics: advocacy, advising, consulting.

• Regulation of Lobbying Act 2015 • Standards in Public Office (SIPO)

Media and PR : ecommerce, digital marketing, advertising, influencers

• Introduction to Sale of Goods and Supply of services-consumer rights • ePrivacy Regs 2011-unsolicited direct selling online (spam) • European Union (Consumer Information, Cancellation and Other Rights) Regulations 2013 (the "2013 Regulations")-regarding online sales, consumer rights to cancel, rights to info, rights to repair/replace/refund when buy online • Rules regarding advertising: Consumer Protection Act 2007 and EU Regulations on misleading advertising, Advertising Standards Authority of Ireland Code

Media and PR law and Journalism,

• Analysis of who/what are 'organs of the media' (as per Art 40.6 of Constitution)/ journalists-eg bloggers Etc. • Law governing journalistic privilege • Press Council of Ireland and regulation of print and online media • Broadcasting Authority of Ireland and regulation of broadcasting content and conduct • Regulation of online journalism

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Assessment concerning problem scenario(s) relating to the module material	1,2,3,4	100.00	n/a

No Project

No Practical

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	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

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	4	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	4	Mandatory