

Module Title:	Theories and Best Ethical Practice in Public Relations
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	• 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:	This module aims to assist students in understanding the link between the theory and the practice of public relations. Students will be guided through various theories and theoretical approaches to PR. They should develop an understanding of Best Practice in Public Relations and will look particular at the area of Ethics in Public Relations
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critique various theories in Public Relations
LO2	Analyse the practice of PR in the context of PR theory
LO3	Understand the importance of Ethics in 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

Theories in Public Relations

What is Theory? Theories of Relationships (Systems Theory, Situational Theory). Theories of Persuasion (Social Exchange Theory, Diffusion Theory, Social Learning Theory). Theories of Mass Communication (Uses and Gratifications Theory, Framing, Agenda Setting).

Ethics in PR

Defining Ethics; 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; Lobbying in Public Relations; Corporate Social Responsibility (CSR);

Assessment Breakdown	%
Continuous Assessment	50.00%
Practical	20.00%
End of Module Formal Examination	30.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Research and Present a Case Study showing an example from PR Practice and how it relates to PR Theory	1,2	40.00	n/a

No Project

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	The Real 'Truth' - Debates critiquing the ethics of Public Relations	3	30.00	n/a

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	2 hour written exam	1,2,3	30.00	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	Every Week	3.00
Estimated Learner Hours	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	2	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	2	Mandatory