

## **SYLLABUS 2007-8**

- Aims
- Learning Objectives
- Learning Outcomes
- Indicative content
- Assessment methods

## UNIT 1.1 – MANAGING PR (PROFESSIONAL KNOWLEDGE)

Suggested teaching time – 40%

### (a) Defining PR and its role in the organisation

**Aim:** To provide a general introduction to public relations as a management activity

### (b) PR and communication theory

**Aim:** To develop an understanding of communication processes and how they are used in PR.

### Learning Objectives

- introduce the background to how public relations has developed
- critically examine the various definitions of public relations
- consider how public relations is managed in organisations and how organisations use public relations to achieve their objectives
- introduce communication theory and how it is used in public relations
- examine how new media is changing public relations practice
- encourage study skills and essay/report writing

**Learning Outcomes:** at the end of Unit 1.1 learners will be able to:

- use their knowledge of what public relations is to broaden their understanding and plan their career.
- understand how public relations can enable organisations to achieve objectives
- develop their own professional expertise through their understanding of communication theory
- use their knowledge of new media to enhance practice.

### Indicative content

- Introduction to history and definitions of PR
- PR's differences from marketing, advertising and journalism
- Introduction to media relations, internal communications, public affairs, CSR, etc
- Introduction to systems theory, management theory, organisational structures & impact on PR

Assessment: **Critical Reasoning Test** (essays/reports: 2400 – 3000 words)

## UNIT 1.2 – PR IN ACTION (VOCATIONAL SKILLS)

**Suggested teaching time – 45%**

### **Aim**

To provide an introduction to planning and primary tactics used in public relations

### **Learning Objectives**

- examine the way in which public relations plans are developed
- review the principles and practice of media relations
- encourage an understanding of the importance and purpose of internal communications
- develop the ability to deploy a range of PR techniques

**Learning Outcomes:** at the end of Unit 1.2 learners will be able to:

- develop and manage public relations plans
- use a range of effective media relations techniques
- manage a full range of internal communications activities

### **Indicative content**

- Case study
- Planning models and effective communication, targeting publics, developing messages, selecting channels
- Media training, writing, interviews, writing genres and styles, writing media releases, managing launches, internal communications activities including employee research, employee engagement activities, employee briefings, intranet pages, speeches, presentations

**Assessment: Portfolio** – four pieces of practical work based on fictional case study, each with reflective rationale

## **UNIT 1.3 – PROFESSIONAL DEVELOPMENT (PERSONAL DEVELOPMENT)**

**Suggested teaching time – 15%**

### **Aim**

To provide an introduction to management skills and reflective professional practice

### **Learning Objectives**

- support students conducting a self-directed research investigation
- develop an understanding of effective management skills
- examine what professionalism is and how it relates to public relations practice
- put public relations into context as a developing discipline

**Learning Outcomes:** at the end of Unit 1.3 learners will be able to

- improve their management skills
- implement a personal continuous professional development plan
- actively reflect on how to contribute to the development of public relations

### **Indicative content**

- Management skills, including organising and managing effective meetings, making effective contributions to meetings, personal time management, making presentations, pitching, managing resources and information systems, negotiating and problem solving
- Professionalism, personal and professional ethics, personal learning approaches, personal planning skills
- Completion of personal plan for continuous professional development

**Assessment: Critique** – examination of PR as a developing discipline (2,500 words)