

Unit Title	Public Relations
Programme(s)/Course	BA Marketing, CH Marketing, BABS, BABA, BABM,
Level	6
Semester	2
Ref No:	BBM-6-PRE
Credit Value	20 CATS Points
Student Study hours	Contact hours: Student managed learning hours:
Pre-requisite learning	Introduction to Marketing & one level 5 Marketing unit
Co-requisites	None
Excluded combinations	None
Unit Coordinator [Name + e mail address]	Anita Peleg pelega@lsbu.ac.uk
Parent Department	Business
Parent Course	BA Marketing
Description [100 words max]	<p>This course covers the basic principles, processes and applications of Public Relations Management and Practice. It looks at the role of PR as part of Integrated Marketing Communications within the marketing function.</p> <p>The unit focuses on the practical and creative aspects of planning and developing PR communications techniques. It, therefore, combines theory with practical exercises, case studies, class and group discussions and the development of a substantial practical group project, a PR Campaign Plan and its partial execution.</p> <p>The unit uses extensive real-life case histories and current examples from organisations involved in internal and external communications</p>
JACS Code	
Aims	<p>To develop a critical understanding of the practical context of PR.</p> <ol style="list-style-type: none"> 1. To understand the role of PR Management within Marketing Activity and as part of the Integrated Marketing Communications, of the organisation. 2. To provide an understanding of the public relations practitioner's role, duties and tool kit.

	<ol style="list-style-type: none"> 3. To experience practical 'real world' PR problems and implement their solution. 4. To develop self-confidence in written and oral communication skills through a combination of assessed class work, course work and class presentations.
Learning outcomes	<p>Knowledge and Understanding On completion of this unit students will have developed:</p> <ol style="list-style-type: none"> 1. An appreciation of the importance of internal and external communications in numerous business contexts. 2. An understanding of the PR process, its function and the role of the PR practitioner. 3. Knowledge of the importance of the PR role in Senior Management, Marketing Management and in particular as part of Integrated Marketing Communications <p>Intellectual Skills On completion of this unit students will have developed:</p> <ol style="list-style-type: none"> 1. The ability to apply the theory and concepts of communications and the PR process to different contexts 2. Select and evaluate the most appropriate PR tools in a variety of situations 3. An enquiring, analytical and creative approach to problem solving and communications <p>Practical Skills On completion of this unit students will be able to:</p> <ol style="list-style-type: none"> 1. To plan a PR campaign for a specified situation 2. To develop PR materials for its implementation, to include: Writing skills for specific PR techniques. 3. Presentation and public speaking skills. 4. Visual Communications Skills <p>Transferable Skills This unit will develop the following skills:</p> <ol style="list-style-type: none"> 1. Teamwork 2. written communications 3. oral and visual communications skills 4. independent and creative thinking 5. use of IT
Employability	Employability skills are embedded and developed within the teaching & learning of this unit. These include team working, time management and communication skills in particular, written, oral and visual P.R. techniques. In particular, the project will develop specific skills to enhance employment potential for positions in Public Relations.
Teaching & Learning Pattern	Each week will consist of an integrated three hour session with the following components: <ol style="list-style-type: none"> 1. 1 hour lecture

	<p>2. 2 hour seminar/workshop</p> <p>The teaching method will be based on exposition, demonstration and actual application of theoretical material in a student centred learning environment.</p> <p>Seminars will follow every lecture topic and will consist of:</p> <ol style="list-style-type: none"> 1. Open discussion based on lecture material. 2. Student led seminars on a range of applied public relations topics and case studies. 3. Workshops to develop writing and presentation skills. <p>Duration: 13 weeks</p>
<p>Indicative content</p>	<p>Introduction:</p> <p>What is Public Relations, Communication and Communication Media? The relationship between PR and other forms of communications. The relationship between PR and Marketing. PR Management: In-house PR vs. external agency, role of PR within the organisation.</p> <p><i>The Public Relations Process:</i></p> <p>The Brief, Research, Definition of Objectives, Definition of Target Public, Operations Plan, Implementation, Assessment.</p> <p><i>PR Techniques:</i></p> <p>Printed media, Visual and Audio-Visual Techniques, New Media, Event Planning and Public Speaking, Sponsorship, Electronic Communications, Social networking</p> <p><i>Professional and Business Applications:</i></p> <p>e.g. Corporate PR (external and internal), CSR, PR & Ethics, Not for Profit PR, Political PR, Financial PR & Crisis Management</p>
<p>Assessment method (Please give details – elements, weightings, sequence of elements, final component)</p>	<p>50% Individual Examination (2hrs 15mins)</p> <p>50% Coursework</p> <p>Course Work = The development and execution of a PR campaign</p> <ol style="list-style-type: none"> 1. Group Project worth 30% 2000 words 2. Individual project component worth 20% 1000 words
<p>Indicative Reading</p>	<p>CORE READING:</p> <p>In Depth Reading</p> <ol style="list-style-type: none"> 1. Cutlip,S.M., Center, A.H., Broom, G.M., <u>Effective Public Relations</u> 9th Edition Prentice Hall International 2008 2. Newsom D, Turk,J.V, & Kruckeberg D, <u>This is PR – The Realities of Pubic Relations</u> 9th Edition, Thomson 2010 3. Seitel, F.P., <u>The Practice of Public Relations</u> 10th Edition, Prentice Hall 20010

	<p>4. Tench, R. & Yeomans, L., <u>Exploring Public Relations</u>, Pearson Education 2009</p> <p>Practical Reading</p> <ol style="list-style-type: none"> 1. <u>Baines</u>, P. <u>Egan</u>, J. & <u>Jefkins</u>, F., <u>Public Relations: Contemporary Issues and Techniques</u> Prentice Hall 2003 Haywood, R. <u>Corporate Reputation, the Brand & the Bottom Line: Powerful, Proven Communications Strategies for Maximizing Value</u> Kogan Page 2005 2. Jefkins, F. & Yadin, D. <u>Public Relations</u>, 5th Edition, Pearson Publishing, 2008 3. Wilcox, L. & Cameron G.T., <u>Public Relations: Strategies and Tactics</u> (8th Edition) <p>OPTIONAL READING:</p> <ol style="list-style-type: none"> 1. Aronson, M, Spetner, D. & Ames, C., <u>The Public Relations Writer's Handbook</u> 2006 2. Breakenridge, D., DeLoughry, T.J. and DeLoughry T., <u>The New PR Toolkit: Strategies for Successful Media Relations</u> 2003 3. Center, A.H., & Jackson, P., <u>Public Relations Practices Managerial Case Studies and Problems</u>, 6th Edition, Prentice Hall, 2003 4. Harris, T.L., & Whalen P.T., <u>The Marketer's Guide to Public Relations in the 21st Century</u> Thomson 2006 5. Hendrix, A.H, & Hayes, D.C., 5th Edition, <u>Public Relations Cases</u>, Thomson Learning 2006 6. Kitchen, P., <u>Public Relations Principles & Practice</u> Thomson 2004 7. Marconi, J., <u>Public Relations: The Complete Guide</u>, South Western, 2005 8. Wilcox, L. <u>Public Relations Writing & Media Techniques</u> 5th Edition Longman 2005
<p>Other Learning Resource:</p>	<p>Journals:</p> <p>Assorted articles from: <u>PR Week</u> and National Press</p> <p>Internet:</p> <p>Various Company Websites Institute of Public Relations http://www.ipr.org.uk International Institute of Public Relations http://www.nspra.org Web Marketing Information Centre http://www.wilsonweb.com/webmarket</p>

Media UK

<http://www.mediauk.com>

Marketing UK Homepage

<http://www.marketing.co.uk/>

Other interesting PR sites:

www.getpress.com

www.workinpr.com

www.theprnetwork.com

www.businessnation.com

www.marcommwise.com

www.sites.krislyn.com

www.prmuseum.com

www.nspra.org