

Module	Public Relations
Course code	BAJH-PR
Credits	10
Allocation of marks	100% Continuous Assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Determine what public relations is and what it is not, and have a critical understanding of the origins and history, and the key types of public relations.
2. Develop a framework for identifying and resolving ethical issues as they arise in the practice.
3. Review key theories that influence and shape the practice of public relations in a contemporary setting.
4. Explain how public relations strategic and tactical plans are created and be able to contribute significantly to the creation of a PR plan.
5. Understand the symbiotic nature and relationship of the news media and public relations

Module Objectives

This module introduces learners to the concepts of communication and persuasion theories underpinning public relations. The learners examine public relations history, different PR roles, categories, ethical and professional standards, the generation of strategic and tactical plans. It also demonstrates the role that media content creators play in the PR environment both as a receiver and creator of PR messages.

This module aims to:

- (1) To explore the role, process, strategies, functions, applications and tactics of public relations from a theoretical and applied perspective.
- (2) For those planning careers in public relations the course enhances understanding of the discipline and services provided by public relations professionals.
- (3) Demonstrate understanding of the complex relationship between public relations and the media

Module Curriculum

(1) Origins History and Definitions

What is PR? What were its origins?

Examples of PR professionals, their skill sets and type of work.

PR Methodologies

Planning.

Identifying publics.

The theories of persuasion

Strategy formation and implementation

Content creation: press releases, reports, speeches, briefing material

Theory application: Using communication and sociological theories to create enhance PR outputs and product.

PR – Journalist relationships.

(2) Persuasion and Propaganda

Historical origins, definitions and theories, persuasion and propaganda in action, Formulating persuasion strategies.

(3) The commercial dimension to PR

Consumer and Corporate PR.

Product and company-focused PR.

PR's role within a marketing, advertising sales environment

The relationship between PR consultancy and in-house PR services. Social media in the corporate environment.

(4) Political PR

The role of political PR person. Lobbying, becoming a spokesperson. Representing a party, an elected representative.

Press releases, speeches, media briefings,

PR in government. Election campaigns, legislative and policy campaigns. Social media and the political processes.

(5) NGO PR

The role of Communications Officer, lobbying government and institutions, fund raising, campaigns, NGO literature. Planning and organizing events, conferences. Social media and the NGO.

(6) Crisis PR

So you have a problem. Rebuttal. Agenda Setting.

Going retail.

(7) Creating a PR plan

Dealing with clients, The Situational Analysis
Identifying publics, objectives and goals,
Strategy and Tactics