

Short Title:	Public Relations APPROVED
Full Title:	Public Relations
Module Code:	DMKT H2018
ECTS credits:	5
NFQ Level:	6
Module Delivered in	3 programme(s)
Module Contributor:	Anne Marie Nolan
Module Description:	The aim of this module is to provide the learner with: A comprehensive understanding of the strategic role of public relations and its function as part of the marketing communications mix in both an online and offline context. A practical understanding and knowledge of the public relations industry and the key stakeholders that operate within the PR environment. The ability to develop a successful PR strategy and plan using a variety of PR tools. Understand the critical role of maintaining brand reputation and an ability to develop brand and crisis management plans and strategies. A comprehensive analysis of PR strategies and case-studies in both the for-profit and not-for-profit sectors. An ability to negotiate ethical issues, standards and regulation within the PR industry.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Explain the strategic role of public relations and demonstrate how public relations contributes to the marketing communications mix in both an online and offline context. 2. Outline and apply the key skills needed to work effectively within the public relations industry. 3. Apply the principles of public relations planning and strategy in response to a client brief and public relations case-study in a for-profit or not-for-profit context. 4. Identify the marketing and public relations regulatory system and develop marketing and PR concepts that meet current standards. 	

Module Content & Assessment

Indicative Content
<p>The Strategic Role of PR The origins of PR, understanding PR, the role and function of PR within an organisation, Corporate PR, Product PR, PR's unique capabilities as a communications tool, integration of PR as part of the marketing communications mix.</p>
<p>The PR Landscape Understanding the PR industry, Client / Agency relationships. Building relationships with opinion leaders, press and stakeholders. Pitching for a Public Relations Account, managing a PR account. The influence of PR within the Irish and international media. The changing PR landscape, industry challenges and opportunities.</p>
<p>Public Relations Strategy & Planning Developing a Public Relations Plan: situation analysis, PR objectives, target audience analysis and understanding, PR strategy and concepts, budgeting, critical path, implementation and campaign evaluation. The integration of online and offline PR to create a co-ordinated PR strategy and campaign. Analysis of public relations campaigns in a variety of product and service sectors.</p>
<p>The PR Tool Kit Blogging, Vlogging, press releases, promotions (online & offline), Content and Social Amplification. Online Influencers. Newsletters, events, social media marketing, press conferences, press coverage, product placement. Writing effectively for Public Relations.</p>
<p>Reputation and Crisis Management Key issues in reputation management, risk assessment, building a crisis management strategy, responding to a crisis management situation, post-crisis evaluation, case-studies of effective and ineffective crisis management.</p>
<p>Enhancing Corporate Image through Online CSR Developing an online CSR platform, building online relationships with customers, how non-profit organisations are using social media to create successful campaigns.</p>
<p>Ethics and Regulation PR Codes of Conduct and Practice.</p>

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Case study	Students will respond to a PR case-study and present how they would have dealt with the issues raised if they had been acting as PR advisors to the organisation in question. This will give students the opportunity to put into practice the knowledge and skills acquired throughout the module.	1,3,4	40.00	n/a
Presentation	This module will be partly co-assessed with the online advertising module that also runs in semester 4 of the programme. Students will develop a public relations strategy and campaign for a designated product. The continuous assessment will take the form of a written public relations report and 'PR pitch' presentation.	1,3,4	60.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
<p>Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i></p>
<p>Reassessment Description An individual repeat assignment will be provided and submitted in August for any student who does not pass the module on the first sitting.</p>

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time

Frequency	Indicative Average Weekly Learner Workload
Every Week	2.00
Every Week	1.00
Every Week	1.00

Resources

Recommended Book Resources

Scott, David 2015, *The New Rules of Marketing & PR*, 5th Ed., John Wiley & Sons.

Supplementary Book Resources

Dezenhall, Eric and Weber, John 2011, *Damage Control: the essential lessons of crisis management.*, Prospecta Press

Gregory, Anne 2015, *Planning and managing public relations campaigns: a strategic approach*, 4th Ed., Kogan Page

Griffin, Andrew 2014, *Crisis Issues & Reputation Management*, Kogan Page

Odame, Paul and Jubi, Gloria 2015, *Public Communications: Public relations, PR and Social Media*, FreniQ Books

Sharma, Ajay 2016, *Horses Can Fly: up your PR strategy for disruptive marketing*, Notion Press

This module does not have any article/paper resources

Other Resources

Website: The Public Relations Institute of Ireland *Website*
<http://www.prii.ie>

Website: The Marketing Institute of Ireland *Website*
<http://www.mii.ie>

Website: Advertising Standards Authority for Ireland *Website*
<http://www.asai.ie>

Website: Marketing Magazine *Website*
<http://www.marketing.ie>

Website: European Advertising Standards Alliance (EASA) *Website*
<http://www.easa-alliance.org>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_BDMKT_8	Bachelor of Arts (Honours) in Digital Marketing	4	Mandatory
BN_BDMKT_7	Bachelor of Arts in Digital Marketing	4	Mandatory
BN_BDMKT_XDE	Certificate in Digital Enterprise. Minor award of the Bachelor of Arts (Honours) in Digital Marketing	2	Mandatory