

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Communication Planning and Action
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MED7363

<b>5</b>	<b>Module Overview</b>
<p>Communication Planning and Action is designed to complement Semester 2 option module Strategic Communication for Social Change. It is possible to study either module independently or both simultaneously. In Communication Planning and Action the emphasis will be on communication for commercial organisations, from blue chip corporates to fashion and lifestyle businesses. Throughout the course students will be reminded that PR can be seen as a strategic management function designed to deliver organisational objectives over the short- medium- and long-term.</p> <p>The module is assessed by a professionally documented campaign presentation accompanied by a critical reflection which combines insights from theory with recommendations for future improvement. On completion students should be equipped to outline and develop the key elements of a campaign proposal to a standard expected of a junior account executive. This provides a firm foundation for those students wishing to develop a practical Major Project in PR.</p> <p>This module is suitable for non-PR students but is also an essential element of the 60-credit core required for Chartered Institute of Public Relations recognition. Combined with PR Theory and Context and an appropriate option module this module allows the route to meet the criteria needed to achieve Recognised status with the CIPR. You are encouraged to join the CIPR, and to take part in CIPR regional activities. The content of this module and others in the MA suite are informed by regular discussions with an advisory panel made up of prominent PR practitioners.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>This module teaches the essential skills of strategic campaign planning and develops an appreciation of a range of tactical devices. Content includes planning models; situational analysis; audience research and stakeholder analysis; strategic thinking: determining objectives, messages and tactics; delivery – resources and timescales; evaluation.</p>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Apply strategic thinking in the identification and achievement of an organization's public relations objectives through creative strategies and tactics.
<b>2</b>	Make a persuasive case for a realistic PR campaign proposal to a potential client through a pitch and appropriate supporting documentation.
<b>3</b>	Reflect critically on public relations activity by employing a developed appreciation of theory and industry debate.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1,3	x		
2			x

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200