

Module Specification

Module Summary Information

1	Module Title	PR Planning and Delivery
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5182

5	Module Overview
<p>PR Planning and Delivery develops the planning and delivery skills needed to undertake a Public Relations Major Project at Level 6.</p> <p>Primarily based in workshop sessions, this module helps you to explore a wider range of tools and techniques used by the PR industry to develop campaign proposals and persuade clients to adopt them. You will learn how to employ a variety of techniques to audit and evaluate the persuasive communication needs of a range of organisations and use this information to build strategies for change and improvement.</p> <p>You will gain an insight into such concepts as creativity, project management and evaluation and you will work on the techniques to win clients or influence decision-makers on PR matters. This means you will develop skills in pitching presentations and writing proposals. You will develop strong, realistic campaign ideas in a fluent, coherent, engaging manner that meets professional expectations.</p> <p>Weekly sessions look at public relations techniques beyond media relations; the planning stages of a PR campaign; primary and secondary research to identify audiences; creativity; writing techniques; costing and timetabling; measurement and evaluation; techniques in pitching ideas.</p> <p>As you progress through this module, you will be expected to show an ability to work independently selecting and researching an appropriate PR problem to work on.</p> <p>Throughout the module you will be encouraged to engage with practitioners and to learn from their experience of delivering real world campaigns.</p>	

6	Indicative Content
<p>(Re-) Introduction to PR How people decide – persuasive communication Researching clients and sectors Writing a case study Planning a campaign: Strategy Creativity: Winning attention Delivering a campaign: Tactics Campaign workshops and group tutorials Evaluation Pitching and presenting Campaign presentations (Assessed)</p>	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Develop advanced skills to produce PR texts and products, appropriate to the industry context.
	2	Present and evaluate PR campaigns, analysing their success in meeting the expectations of key stakeholder groups.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	