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PR & Media Skills

Modular value: 10 credits

Assessment: This module has no examination and operates on continual assessment. 50% of the mark is based on a written assessment, the other 50% on practical exercises. Students each develop a campaign for their PR &Media Skills project and will be assessed on that campaign, via a 500 word press release (15%), and executing a series of successful media interviews, including 2 on camera interviews (25%). A group Twitter project will also be assessed via a presentation (10%).

Module Aim

To provide students with a theoretical and practical understanding of the substantial contribution which PR can make to marketing, as well as training in personal media skills. In the first part of the module we will introduce the theory and concepts of PR and its role in marketing strategy. We will explore the planning and implementation of PR programmes, using the four step systemic approach of planning, execution, evaluation and measurement of PR performance. In the second part of the module we will examine media relations and its practice. This will include public relations writing and presentation techniques, news releases, pr features, launches, online external/internal communications and an examination of the contribution of new media tools like podcasting and web-streaming can make to the marketing mix. We will also look at PR and customer relations, and employee, community and investor relations. We will consider practices involved in engaging the media, from a business crisis situation to pro-active use of social networking and twitter for business. We will provide intense training in practical media skills and interview techniques for print, radio and TV.

Learning Outcomes

By the end of this module students will have developed knowledge and understanding in:

- The role and challenge of PR in context of corporate, financial, public and non-profit applications.
- The contribution of theory in creating and planning PR campaigns.
- The process of engaging the media including planning, implementing and evaluating PR campaigns.
- The practice and challenge of media relations.
- The core competencies and skills required for effective engagement with the media as a part of a PR campaign or crisis management.
- Improved writing skills for the practical application of public relations in business or organizational applications.
- An understanding of how social media and twitter can be used as a part of a layered approach to PR.

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