

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	Communications: Advertising & PR
FHEQ Level:	4
Course Title:	Introduction to PR Practice
Course Code:	COM 4110
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course introduces the fundamental principles and tools involved in the professional practice of public relations (PR). It introduces students to the range of techniques used in PR and enables and encourages students to apply practical tools with confidence. This includes designing and presenting their own PR materials. It relates the practice of PR to contemporary issues and developments in the UK and internationally.

Prerequisites:

None

Aims and Objectives:

- To engage students with key aspects of contemporary PR practice
- To explore the fundamentals of PR practice through responding to a media relations brief
- To develop professional skills in research, analysis, discussion, presentation, and writing
- To develop and display professional creativity based upon the development and use of practical skills in group and individual work.

Programme Outcomes:

Communications: Advertising & PR: A4ii, iii; B4ii, iii; C4i, iii; D4i, ii, iii

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a critical understanding of key aspects of contemporary PR practice
- Show an understanding of the fundamentals of PR practice through an ability to respond to a media relations brief
- Demonstrate appropriate professional skills in research, analysis, discussion, presentation and writing
- Display professional creativity based upon the development and use of practical skills in group and individual work

Indicative Content:

- PR tools and media relations skills
- Planning, producing and using PR materials
- The relationship between PR people and those who employ them
- Different PR specialism's
- Ethical, legal and regulatory concerns
- Current issues affecting PR and likely future developments

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audio-visual aids, designed to introduce students to the key concepts of PR practice. Students will develop their critical understanding of these concepts and their practical application through a range of group and individual exercises taken in and outside class.

Indicative Texts:

Moloney, Kevin. *Rethinking Public Relations: Persuasion, Democracy and Society* (2019), Routledge; 3rd edition

Morris, T & Goldsworthy, S, *PR Today: The Authoritative Guide to Public Relations* (Palgrave, 2016)

Rosenberg, Amy. *A Modern Guide to Public Relations: Unveiling the Mystery of PR*, (2021), Veracity Marketing.

Journals

PR Week

Web Sites

www.prca.org.uk

<https://www.theguardian.com/uk>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	