

MODULE:	PUBLIC RELATIONS
CODE	BAJH-3-2-10
Number of credits	4 semester credits / 6 quarter units
Stage:	III
Theme :	Media Skills
Assessment Weighting:	Exam 40% Assignment 60%

Overview and aims

This module aims to enable the student to:

Provide students with an understanding of the PR industry in Ireland and how it operates

Further develop the students' presentation and interpersonal communications skills by understanding the theory, practice and management of PR Prepare students for employment opportunities in Public Relations

On successful completion of this module, the student should be able to:

Understand how the Public Relations industry operates

Be able to identify appropriate Public Relations procedures for a range of different situations

Competently undertake a range of Public Relations assignments

Understand the relationship between PR and the media

Take up positions within the Public Relations industry

Module content

Introduction

Definition : Need and Role

Functions : Promotion, Crisis Management, etc.

Industry Structure : Practitioners, Costings

Publics : Community, employee, mass audience, women, etc.

Historical, Current and Future Developments

PR Principles

Code of Practice

Social Responsibility

Legal and Ethical considerations

Commitment to research, fact finding, maintaining records

Importance of timeliness : meeting deadlines

Understanding Communications

Communications Theories : How and what people hear

Public Opinion : Understanding the dynamics

Getting to the influencers: Leaders, media, etc

Understanding the Different Publics / Audiences

External : Mass audience, Community, etc.

Special : Educators, Government, Women, etc.

Business : Customers, Competitors, etc.

Internal: Staff, employees

Choice of Media for Promotion

Cost / Timing implications: Print, Radio or TV

Considering the Target Audience

Role of Advertising

PR by association : e.g. sponsorship, special events

Case studies in PR management

Presenting the Message

Planning & Investigation Researching / Verifying the facts

Considering the particular Public being targeted

Writing appropriate Press Releases, Speeches, etc.

Organising Press Conferences:

Using visual projection methods

Handling celebrities