

## **MODULE: PUBLIC RELATIONS**

Semester:	II (Spring)
Stage:	III - Advanced Consolidation & Specialisation
Theme :	Media Skills
Assessment Weighting:	Exam 40% Assignment 60%
Number of Credits:	4 semester credits/6 quarter units

### **INTRODUCTION**

This module is intended to give graduates of the programme an opportunity to work in the area of Public Relations on course completion. Having learnt valuable communications skills, both written and oral, the course presents an insight into how these skills may be applied within Public Relations

### **MODULE AIMS**

This module aims 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

### **MODULE LEARNING OUTCOMES**

**This module delivers / supports the following programme learning outcomes:**

- Assume immediate employment as professionally equipped journalists and communications specialists in public relations.
- Competently identify and apply the knowledge, concepts and perspectives relevant to their work in media related employment.
- Identify and have the confidence to exploit opportunities for new media products / services as they emerge.

**It does this by specifically ensuring that on module completion, students will be in a position 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

## **ASSESSMENT METHODS**

The module will be assessed by both assignment work (60%) and exam (40%). The assignment will be an individually set project requiring research, analysis, written and/or verbal presentation of material. The exam will consist of a number of questions that require students to demonstrate their analytical and problem solving skills and to detail information and theories that have been covered in the syllabus.