

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

COURSE	BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)
Module Title	Public Relations Management and Practice
Module Syllabus no. (if any)	MKT2012
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ✓ Demonstrate an understanding of the tools and techniques available for the management of public relations programmes in the private, public and voluntary sectors. ✓ Demonstrate comprehension of how public relations can contribute to the long term development of reputation, the management. The management of issues such as crises and investor relations within organisations. ✓ Identify and assess the interaction of public relations with other marketing disciplines and the broader environment in which organisations operate <p>Subject - specific Skills</p> <ul style="list-style-type: none"> ✓ Evaluate the influential perspectives underpinning public relations ✓ develop a critical understanding of public relations as a form of persuasive communication ✓ demonstrate the knowledge needed to implement public relations programmes using a range of techniques <p>Key Skills</p> <ul style="list-style-type: none"> ✓ explain concepts and theories clearly and cogently; and apply these critically to new problems and contexts ✓ evaluate and articulate alternative public relations programmes for solving business problems ✓ demonstrate the ability to persuade, convince and argue effectively
No. of teaching hours	<p>Lectures and seminars: 48 hours</p> <p>Self Directed Study: 102 hours</p> <p>2 hour Examination: 30 hours</p> <p>2000 word assignment: 20 hours</p> <p>Total: 200 hours</p>
Teaching Methods	<p>The underlying teaching and learning strategy for this module is to encourage students to actively engage in the subject matter through guided self discovery of the material.</p> <p>Lectures will be used to set the agenda and further develop the material specified in the reading list. Students will be encouraged to work in small groups in order to hone their presentation and teamworking skills. Case studies, role plays and</p>

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	professional guest speakers will be a feature of the unit.
Assessment Methods and Weighting	PJ1- Group Practical Project & Presentation/ 60% PJ2- Individual Portfolio/ 40%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	<ul style="list-style-type: none"> • Public relations - Averill Gordon, Oxford University Press, 9780199565740 • Introduction to public relations, Sue Wolstenholme, Pearson, 9780273750994
Additional reference texts (if any)	<ul style="list-style-type: none"> • Public relations: strategies and tactics - Wilcox, Dennis L, Pearson Allyn and Bacon, 0205491685 • Effective public relations - Cutlip, Scott M., Center, Allen H., Broom, Glen M., Prentice Hall, 013123014X • Public relations: principles and practice - Kitchen, Philip J, International Thomson Business Press, 1861520913 • Managing public relations - Grunig, James E., Hunt, Todd, Harcourt Brace Jovanovich College Publishers, 0030583373
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	The module will further examine theoretical models of public relations practice in the context of developing marketing communication strategies Examination of the role of public relations and the PR professional in businesses and other organisations Public relations in context
2	Sectoral considerations Managing public opinion Planning public relations activities and campaigns Public relations and planning timescales
3	Resourcing the public relations function Developing a public relations policy Public relations research techniques The communication chain
4	Communicating the PR message on the Internet How 'receivers' use information Setting realistic PR objectives
5	Strategic and tactical PR objectives Who shall we talk to and what shall we say? Selecting appropriate PR media
6	How to select your publics and determining the message Principles of PR evaluation

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7	Critical examination of international public relations strategies Evaluation and selection of public relations techniques and skills, media releases, presentations, exhibitions, leaflets, brochures and interview techniques
8	Developing and maintaining relations with stakeholder groups Contemporary PR issues including crisis management and investor relations

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