



GRIFFITH COLLEGE DUBLIN

BA (hons) In Journalism & Media Communications

Public Relations

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Determine what public relations is and what it is not, and have a critical understanding of the origins and history, and the key types of public relations.
2. Develop a framework for identifying and resolving ethical issues as they arise in the practice.
3. Review key theories that influence and shape the practice of public relations in a contemporary setting.
4. Explain how public relations strategic and tactical plans are created and be able to contribute significantly to the creation of a PR plan.
5. Understand the symbiotic nature and relationship of the news media and public relations

Module Objectives

This module introduces learners to the concepts of communication and persuasion theories underpinning public relations. The learners examine public relations history, different PR roles, categories, ethical and professional standards, the generation of strategic and tactical plans. It also demonstrates the role that media content creators play in the PR environment both as a receiver and creator of PR messages.

Module Aims

- (1) To explore the role, process, strategies, functions, applications and tactics of public relations from a theoretical and applied perspective.
- (2) For those planning careers in public relations the course enhances understanding of the discipline and services provided by public relations professionals.
- (3) Demonstrate understanding of the complex relationship between public relations and the media

Module Assessment Strategy

Learners are required to complete two written assignments while also having series of in class presentations.

Module Curriculum

(1) Origins History and Definitions

What is PR? What were its origins?

Examples of PR professionals, their skill sets and type of work.

PR Methodologies

Planning.

Identifying publics.

The theories of persuasion

Strategy formation and implementation

Content creation: press releases, reports, speeches, briefing material

Theory application: Using communication and sociological theories to create enhance PR outputs and product.

PR – Journalist relationships.

Social Media Strategies

(2) Persuasion and Propaganda

Historical origins, definitions and theories, persuasion and propaganda in action, formulating persuasion strategies.

(3) The commercial dimension to PR

Consumer and Corporate PR.

Product and company-focused PR.

PR's role within a marketing, advertising sales environment

The relationship between PR consultancy and in-house PR services. Social media in the corporate environment.

(4) Political PR

The role of political PR person. Lobbying, becoming a spokesperson. Representing a party, an elected representative.

Press releases, speeches, media briefings,

PR in government. Election campaigns, legislative and policy campaigns. Social media and the political processes.

Relationship between PRs and politics. How you can keep your story alive through political engagement. How political interest can create a crisis for organisations.

(5) NGO PR

The role of Communications Officer, lobbying government and institutions, fund raising, campaigns, NGO literature. Planning and organizing events, conferences.

(6) Crisis PR

So you have a problem. Rebuttal. Agenda Setting.

Going retail.

(7) Creating a PR plan

Dealing with clients, The Situational Analysis

Identifying publics, objectives and goals,

Strategy and Tactics

<p style="text-align: center;">BAJH-PR Public Relations Assignment 3 2015 For Delivery in class</p>

Do Option A or B

Option A

Brief

This assignment is designed to culminate students' learning in this class. Students assume they are working for a public relations agency charged with creating a public relations campaign, which must include a realistic strategy and communicative goals for a real-life organization's product, service or NGO issue/cause.

The specifics of must be cleared with the lecturer

The proposals must state clearly how the agency would implement the campaign and be complete with built-in "hard" evidence to substantiate the need for and practicality of what is proposed. Research, both primary and secondary, is a key component of strategic communications planning. Remember, the best plans are measurable.

Thus, evaluation is another key component of the process.

Students are required to prepare a detailed campaign proposal for the client, which includes:

- (1) Executive Summary
- (2) Situation Analysis
- (3) Target Audience
- (4) Goal
- (5) Objectives
- (6) Key Messages
- (7) Strategies
- (8) Tactics
- (9) Risk Analysis
- (10) Budget
- (11) Monitoring and evaluating

Approximate length 2,000 to 3,000 words. All work should be correctly referenced

Assignment 1: The following assessment criteria will be apply:

- Students should illustrate critical skills in research, planning, execution and evaluation of a public relations campaign.
- Create a well-written, comprehensive public relations campaign for a real client.

Option B

Write an academic essay the topic below. Approximate length 2000 to 2,500 words. Essays must be referenced and include a bibliography

Topic title

Public relations strategies often seem imperfect and obvious, yet PR use is prevalent throughout contemporary public life. Why is this so?

Discuss. In you answer outline and analyse examples of PR use across society today. You may focus on one particular PR area if you want.

The following assessment criteria will apply

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**BAJH-PR Public Relations
Assignment 1 2015. For delivery in class**

A PR evaluation assessment

Using recent examples of: (a) political, (b) commercial, (c) NGO or (d) crisis PR, identify, **compare and contrast at least four PR strategies**

The four examples must include at least two of the categories (a) to (d).

You need to explain what are the key elements of the PR strategies you select, offering where feasible alternative strategies pertinent to the example.

The aim of this assignment is to link PR activities with PR theories and tools demonstrating knowledge of the theories and methodologies while evaluating the effect of the strategies implemented.

Students will need to monitor the news media in Ireland and internationally to identify the relevant PR campaigns and activities for this assignment.

Approximately 2,000 words. All work should be correctly referenced. If unsure about referencing, details on the Harvard system of referencing are available on the Library information page on Moodle.

Students will be expected to discuss their assignments in tutorials

**BAJH-PR Public Relations
Assignment 2 2015 For Delivery in class**

PR Assignment 2 Presentation on a reading

Students are expected to make a 3-5 minute presentation on a reading that will be assigned to them in class.

They need to have power point slides that highlight their key findings and themes from the reading, and also suggest discussion points for leading a class discussion.

The PowerPoint slides should also be submitted in print on the day along with an assignment coversheet