

Public Relations in Education

(10 Credits, Level 9)

<p>Module Aim</p>	<p>This module provides students with a critical awareness of the theory, practice and management of Public Relations within Education. Students will identify the key stakeholders relevant to each educational institution and examine appropriate PR strategies to communicate effectively with them.</p>
<p>Module Learning Outcomes</p>	<p><i>Upon successful completion of this module, a student will be able to:</i></p> <ul style="list-style-type: none"> • Develop a critical appreciation of core PR concepts, theory and practices. • To design and create a practical PR Plan for an educational institution. • To demonstrate core PR writing and design skills including effective press releases, social media content, brochures and newsletters. • Critically analyse and develop innovative PR strategies to communicate more effectively with key stakeholders in an internal and external educational environment. • Critically interrogate key academic research within the Public Relations field. • Appreciate the philosophical and theoretical background to Public Relations and its application to the Management of Education. • Critique and synthesise the philosophical and theoretical background to Public Relations and its application to the Management of Education.
<p>Mode of Assessment</p>	<p>100% Continuous Assessment</p>
<p>Delivery Methods</p>	<p>Online (Please See Timetable)</p>