

ET1E5-15 Global Public Relations

26/27

Department

Applied Linguistics

Level

Undergraduate Level 1

Module leader

Altman Peng

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

What is Public Relations? How are various PR disciplines (e.g., media and social media relations, internal and crisis communications) implemented across countries? How can PR specialists address diversifying target groups? These are some of the questions you and your peers will explore in this module. Moreover, you will use these insights to develop and pitch your own strategic global communication concept as part of a competition. By the end of this module, you will have gained excellent group presentation skills and a strategic mindset to employ PR tools in a global context.

Module aims

The aims of this module are:

1. To demonstrate a critical understanding of the main theoretical approaches towards Public Relations in a globalised world.
2. To understand key challenges relating to the different Public Relations disciplines across cultures.
3. To be familiar with and develop fundamental Public Relations skills, including strategic conceptualisation, effective presentation, and writing skills, with a particular focus on the Global Public Relations context.

4. To design and present a small-scale global Public Relations campaign project.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Situation Analysis, Strategies and Tactics, Persuasion Theories, Persuasive Language Use, Globalisation, Social Media

Learning outcomes

By the end of the module, students should be able to:

- Upon successful completion of this module, students will be able to communicate ideas effectively in both oral and written form, use appropriate planning, dramaturgy, and rhetoric, work collaboratively in teams, communicate clearly and contribute effectively to discussions, as well as plan and manage time and workload to meet deadlines.

Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

Research element

In this module, students will undertake secondary research to evaluate the situation of an organisation of their choice, with the goal of developing a small-scale global Public Relations campaign project to enhance its profile. Additionally, students are expected to deliver a self-reflective analysis of their campaign project development, which will help them develop a professional identity and inform their future practices within the sector.

Interdisciplinary

The teaching content of this module draws on a diverse array of theoretical and conceptual frameworks from various subject areas, including Public Relations, Persuasive Communication, Intercultural Communication, Social Psychology, Sociology of the Media, Globalisation, and New Media Studies. This approach aims to equip students not only with the practical skills needed for a career in Public Relations but also with the ability to critically reflect on current industry practices and drive future changes within the sector.

International

The module emphasises the global and intercultural dimensions of Public Relations communication. Through assessments centred on developing a global Public Relations campaign

project, students will gain the ability to understand and critically reflect on executing campaign projects in various sociocultural contexts. These skills are essential for today's PR professionals.

Subject specific skills

To understand and critically assess the main theoretical approaches of global Public Relations.
To understand key challenges relating to the different Public Relations disciplines in a global context.

To develop fundamental Public Relations skills including strategic conceptualisation, effective presentation and writing skills with a particular focus on the global Public Relations context.

To design and present a small-scale global Public Relations campaign project.

Transferable skills

To creatively develop a small-scale global Public Relations campaign project to inform future practices in the PR industry.

To critically reflect on the design of a small-scale global Public Relations campaign project to inform the development of a professional identity in the sector.

Study

Study time

Type	Required
Lectures	9 sessions of 2 hours (12%)
Seminars	9 sessions of 1 hour (6%)
Other activity	6 hours (4%)
Private study	117 hours (78%)
Total	150 hours

Private study description

Private study is inclusive of such activities as engaging with essential and recommended readings provided in the reading list. Students will also be undertaking independent study for revisiting lectures and outcomes from in-class learning activities. They will also use the time to complete two summative written assignments (1. Group Project Report; 2. Individual Essay), as well as a formative assessment (oral presentation), where they can receive feedback to help prepare for both final assessment components.

Other activity description

Three two-hour revision sessions are provided to help students prepare for the final assessments.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Project Report	30%		Yes (extension)
This group project report requires students to form a team and complete it together. Each team member is expected to contribute approximately 500 words to the final submission.			

Reassessment component is the same

Assessment component			
Individual Essay	70%		Yes (extension)
Each student is expected to submit a self-reflective essay of 1,500 words.			

Reassessment component is the same

Feedback on assessment

Written feedback

Availability

There is currently no information about the courses for which this module is core or optional.