



# Public Relations in Education

(10 Credits, Level 9)

<b>Aim of Module</b>	This module aims to provide participants with a critical awareness of the theory, practice and management of Public Relations within Education. Participants will be required to identify the key stakeholders relevant to each educational institution and examine appropriate PR strategies to communicate effectively with them. Participants will become familiar with practical public relations techniques including the design and writing of Press Releases, Social Media content, Newsletters and Brochures. Finally, participants will develop a critical appreciation of core management concepts including: Corporate Social Responsibility and Community Relations Issues Management and Crisis Management and Corporate Image and Reputation Management.
<b>Module Learning Outcomes</b>	On successful completion of this module, you will be able to: <ul style="list-style-type: none"><li>• Develop a critical appreciation of core PR concepts, theory and practices</li><li>• To design and create a practical PR Plan for an educational institution</li><li>• To demonstrate core PR writing and design skills including effective press releases, social media content, brochures and newsletters</li><li>• Critically analyse and develop innovative PR strategies to communicate more effectively with key stakeholders in an internal and external educational environment</li><li>• Critically interrogate key academic research within the Public Relations field</li><li>• Appreciate the philosophical and theoretical background to PR and its application to the management of education.</li></ul>
<b>Mode of Assessment</b>	100% Continuous Assessment