H8PRS: Public Relations and Social Media

Module Code:	H8PRS
Long Title	Public Relations and Social Media APPROVED
Title	Public Relations and Social Media
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	David Mothersill
Module Author:	Joe Wilde
Departments:	School of Business
Specifications of the qualifications and experience required of staff	Lecturer Level 9 or equivalent qualification. Relevant industry experience and a track record of teaching in a higher institution.

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Demonstrate a knowledge of the evolution of social media and online PR and the impact they have on consumer behaviour
LO2	Develop and execute an integrated social media and/or PR strategy.
LO3	Analyse the outcome and results of a social media and/or PR strategy.
LO4	Develop and maintain a social media and/or PR trend analysis with a view to future planning and execution in specific industries.
LO5	Demonstrate a clear understanding of current world activities and events to drive social media/PR content creation and conversation.

Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements (outlined in 4.2.2 Minimum requirements for general learning).

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Module Content & Assessment

Indicative Content

Introduction to Social Media
Introduction to social media, statistics and usage for Ireland Entering the social media environment: why would a business what to use social media Reviewing the market and understanding what competitors are doing Facebook explained -functionality, pages, examples and advertising Twitter explained -functionality, advertising, examples and tips.

Social Media Channels
Communication channels for businesses The technology of social media for businesses: Pinterest -how it works, examples LinkedIn -pages, ads, how it works for businesses & individuals Google+ functionality, examples and Irish case study

Content Marketing and Blogging
The business use of Blogging, why should businesses utilize this tool The importance of Content Marketing - content objectives, strategy, formats, types and case studies Concept of Content Seeding Content Promotion Strategy

Introduction to online PR and reputation management
Principles of PR. identifying and targeting your audience PR goals Online PR tools Transmedia Campaigns: Merging online with offline campaigns Making events and gathering social media How to manage company reputation online Social media policy

Online Privacy and the internet
Rules around online privacy in Ireland/UK/Europe/US Introduction to the concept of 'the Internet of things' and what this means for companies and individuals

Rich Media
Online video, audio and podcasting; creating and editing, on the fly production, benefits and technologies used Distributing rich media YouTube -how to set up and manage brand channels You Tube 'Stars' and case studies of effective video content

Social Media Monitoring
Introduction to the tools to monitor your social media presence including examples Inbound Marketing explained with examples Monitoring, conversing and encouraging conversation

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Practical	% of total:	25
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5
Non-Marked:	No		

Assessment Description:
n/a

Assessment Type:	Essay	% of total:	75
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5
Non-Marked:	No		

Assessment Description:
n/a

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Coursework Only
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

Reassessment Description
Should students fail the module overall, they will be required to resubmit the failed components.

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning Time	Independent Learning	89	Per Semester	7.42
			Total Weekly Contact Hours	3.00

Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*

Module Resources

Recommended Book Resources

Barker, Barker, Bormann, Roberts, Zahay. (2022), Social Media Marketing, a strategic approach, 3rd. CENGAGE Learning.

Scott, D. M. (2022), The new rules of marketing and PR, 8th. John Wiley and Sons.

This module does not have any article/paper resources

Other Resources

[Website], Social Media Examiner 2022 , Your guide to the social media jungle,
http://www.socialmediaexaminer.com/

[Website], Smart Insights 2022 , Marketing Plan,
http://www.smartinsights.com/

[Website], Emarketer 2022 , digital world Insights and perspectives on marketing,
http://www.emarketer.com/

[Website], Social Media Today 2022 , Social networks, markeplace and seminars,
http://www.socialmediatoday.com/

[Website], Brand Republic 2022 ,Connecting Advertising, marketing, media and PR,
http://www.brandrepublic.com/

[Website], Advertise age 2022 ,What's new and what's next in advertising,
http://www.adage.com/

[Website], Hubspot 2022 , Hubspot software,
http://www.hubspot.com/

Discussion Note: