

MODULE 9: Corporate Public Relations

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| Stage | 1 | | | | | | |
| Semester | 2 | | | | | | |
| Module Title | Corporate Public Relations | | | | | | |
| Module Number/Reference | 9 | | | | | | |
| Module Status (Mandatory/Elective) | Mandatory | | | | | | |
| Module ECTS credit | 5 | | | | | | |
| Module NFQ level (only if applicable) | 9 | | | | | | |
| Pre-requisite Module Titles | Semester One Modules | | | | | | |
| Co-requisite Module Titles | Political Communications Public Relations Theory and Practice | | | | | | |
| Is this a capstone module? (Yes or No) | No | | | | | | |
| List of Module Teaching Personnel | Kevin McDermott, Robbie Smyth | | | | | | |
| Contact Hours | | | | Non-contact Hours | | | Total Effort (Hours) |
| Lecture | Practical | Tutorial | Seminar | Assignment | Placement | Independent work | |
| 24 | | | 12 | 36 | | 48 | 120 |
| Allocation of Marks (Within the Module) | | | | | | | |
| | Continuous Assessment | Project | Practical | Final Examination | Total | | |
| Percentage contribution | 100 | | | | 100 | | |

Intended Module Learning Outcomes

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

1. Demonstrate an in-depth and critical understanding of the concepts and principles of corporate public relations.
2. Develop, select and be able to justify appropriate strategies for use in corporate PR projects and campaigns, both externally and internally, which utilise to maximum affect the communication options available.
3. Demonstrate, using a range of problem solving techniques, an understanding of how to deal systematically with complex issues, including strategies to avoid crises where possible and deal effectively with the aftermath,
4. Critically analyse and evaluate corporate relations theories, models and issues, and to apply a national and international perspective

Module Objectives

The purpose of this module is to introduce and equip the learner with the critical understanding and skills needed for dealing with the core challenges involved in representing the public face and interests of a modern business whether it be developing communication strategies for engaging with the firms customers,

organising publicity campaigns, competitions and promotions or the protection of a firm's interests in a crisis.

The module also aims to give the learner a critical awareness of the academic and theoretical underpinnings of corporate communication.

Module Aims

This module introduces areas such as working in consumer relations, brand and image building, developing strategies and campaigns for the long and short term.

A key objective is to develop a learner's understanding of the practical aspects of corporate PR as well the critical understanding of the research and literature on corporate PR.

Module Curriculum

Indicative Syllabus

(1) Corporate Image, Identity and Reputation

Definitions of corporate image and representation
The national and transnational identity

(2) The Process of Image Change

The image development process
The Corporate logo and straplines
The audiences for the corporate image

(3) Customer Relations

The 21st century customer - multinational, multicultural and multiple expectations
Tackling customer issues in the media
Developing long term customer care processes and practices

(4) Corporate Social Responsibility

Understanding the Social responsibilities of Organisations
The Ethical firm

(5) Sponsorship, Advertising, Information

The marketing perspective of public relations
Choosing your strategy, matching the events
The power, potential and pitfalls of the web as a tool for the firm

(6) The internal PR audience

The role of internal PR
Internal PR media techniques
The importance of company spirit

(7) Crisis PR

Intentional and Unintentional
The AHAA method. Issues management
Rebuttal. Agenda Setting. Going retail.

Reading lists and other learning materials

Recommended Reading

Argenti Paul A (2012) *Corporate Communication*, sixth edition, McGraw-Hill
Cornelissen Joep,(2011) *Corporate Communication: A Guide to Theory and Practice*, 3rd edition, Sage
Van Riel Cees B.M, [Fombrun](#) Charles J, (2007) *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*, Routledge

Secondary Reading

Anthonissen Peter, (2008) *Crisis Communication: Practical PR Strategies for Reputation Management & Company Survival: Practical PR Strategies for Reputation Management and Company Survival*, Kogan Page
Argenti Paul A, M. Barnes Courtney, (2009) *Digital Strategies for Powerful Corporate Communications*, McGraw Hill
Breakenridge Deirdre K, (2008) *PR 2.0: New Media, New Tools, New Audiences*, Prentice Hall
Christensen Lars Thoger, [Morsing](#) Mette, Cheney George (2008) *Corporate Communications: Convention, Complexity and Critique*, Sage
Gregory Anne, (2010) *Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice)*, Kogan Page
Harvard Business School Press, (2006) *The Essentials of Corporate Communications and Public Relations*, Harvard SHRM.
Regester Michael, Larkin Judy, (2008) *Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice (PR In Practice)*, Kogan Page
Verghese Anisu K, (2012) *Internal Communications: Insights, Practices and Models*, Sage

Module Learning Environment

The module is built on two key areas of a practical and theoretical approach to corporate PR. Firstly learners examine the practicalities of corporate PR through the introduction of case studies and the learner's own independent research and analysis of relevant PR strategies. This practical approach is complemented with the development of an in-depth understanding of the theories and concepts of corporate PR from an academic and research perspective. The lectures, seminars and tutorials move continually back and forth between these two aspects of the module, to deepen learners understanding of the area and optimise their ability to think strategically about corporate PR.

Module Teaching and Learning Strategy

Similarly to the Political Communication module, key areas in the subject is introduced in a lecture format, where the readings and theories are teased out in learner led presentations where they demonstrate independent reading and research on the topic.

Industry professionals are introduced in some seminars while the learners use case studies, accessed through Moodle, supplemented by their own on-going assignment work in developing a corporate PR strategy as well as other research project work in the area.

Module Assessment Strategy

Learners are required to complete four assignments including developing a PR strategy for a firm where they conduct a situational analysis, identifying publics and devise a plan with objectives and goals that would be at level for a professional presentation to a client. There are marks in the assessment for a final presentation. This is a key assignment in meeting the learning outcome of developing strategies that link consumers positively with the products and services a client firm is producing.

Alongside this is a paper on a theoretical aspect of the module where the learner demonstrates engagement with the theories and principles at a critical reflective level. This helps meet the primary learning outcome of understanding the concepts and principles of PR

The third assignment involves the learner identifying a PR crisis and reviewing the responses deployed in a written report and group presentation and is key to learning outcome four where the learner can demonstrate an understanding of how to deal with crises. The 4th assignment is a class presentation on a theoretical aspect of the project and links in with learning outcome 1 and 4.

| Element Number | Weighting | Type | Description |
|-----------------------|------------------|-------------------------|--|
| 1 | 50 | PR strategy | An 12 month PR plan for a company or product including |
| 2 | 20 | Academic essay | 2,000 words piece on a theoretical aspect of the topic |
| 3 | 20 | Analysis of a PR crisis | Learners will review and assess a PR crisis reported in the news media. |
| 4 | 10 | Class Presentation | Learner will make a presentation on a key reading, take questions and lead class discussion. |