

## Overview

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|-----------------------------|----------------------------------|
| <b>Programme Code</b>       | 31945                            |
| <b>Programme Title</b>      | Business and Public Relations    |
| <b>Awarding Institution</b> | Liverpool John Moores University |
| <b>Programme Type</b>       | Degree                           |
| <b>Programme Leader</b>     | Michael Swain                    |
| <b>Link Tutor(s)</b>        |                                  |

## Awards

| Award Type         | Award Description                     | Award Learning Outcomes  |
|--------------------|---------------------------------------|--|
| Alternative Exit   | Bachelor of Arts - BA                 | Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject. |
| Alternative Exit   | Bachelor of Arts (SW) - SBA           | Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject. |
| Recruitable Target | Bachelor of Arts Honours (SW) - SBAH  | See Learning Outcomes Below  |
| Target Award       | Bachelor of Arts with Honours - BAH   | See Learning Outcomes Below  |
| Alternative Exit   | Certificate of Higher Education - CHE | understand the structure and functions of business understand the structure and functions of business understand the value and nature of public relations understand the value and nature of public relations apply a range of appropriate business software apply a range of appropriate business software develop students' ability to communicate personally and professionally develop students' ability to communicate personally and professionally  |
| Alternative Exit   | Diploma of Higher Education - DHE     | further develop students' understanding of business and public relations theory and application provide students with a practical and theoretical understanding of the technologies that impact on PR practice explore, develop and apply good professional practice in media relations enable students to understand the methods by which businesses communicate internally and externally with their stakeholders in order to facilitate change equip students with skills that will prepare them for the employment market  |

|                              |  |
|------------------------------|--|
| <b>Alternate Award Names</b> |  |
|------------------------------|--|

## External Benchmarks

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|------------------------------------|--|
| <b>Subject Benchmark Statement</b> | UG-Business and Management (2019), UG-Communication, Media, Film and Cultural Studies (2019) |
|------------------------------------|--|

## Accreditation

### Programme Accredited by

| PSRB Name                                      | Type of Accreditation   | Valid From Date | Valid To Date | Additional Notes |
|--|---|-----------------|---------------|------------------|
| Chartered Institute of Public Relations (CIPR) | Recognised by the Chartered Institute of Public Relations (CIPR). |                 |               |                  |

## Programme Offering(s)

| Mode of Study, Mode of Delivery | Intake Month | Teaching Institution | Programme Length |
|---------------------------------|--------------|----------------------|------------------|
| Full-Time, Face to Face         | September    | LJMU Taught          | 3 Years          |
| Sandwich Year Out, Face to Face | September    | LJMU Taught          | 4 Years          |

## Aims and Outcomes

### Educational Aims of the Programme

The purpose of the Business & Public Relations programme is to: Provide a stimulating and rigorous study of business and public relations theories, issues and techniques alongside practical skills that are essential within the public relations and business environments. Develop the ability to analyse complex situations in which the above elements interact. Provide a rigorous study of organisations, their management and the changing external environment in which they operate. Develop graduates' ability to evaluate and make recommendations for implementing solutions to business and public relations problems. Prepare graduates for professional accreditation. Synthesise the public relations and business practice subject areas. Equip graduates with a range of transferable skills including an ability to manage, to communicate, to be team players and to have good interpersonal skills. Develop the necessary knowledge and digital skills so that graduates may pursue a career in public relations and/or business and management, or further relevant academic study. Encourage students to engage with the development of employability skills by completing a self-awareness statement.

### Learning Outcomes

| Code | Description  |
|------|--|
| PLO1 | appreciate the role of public relations in a wide range of organisations, market sectors and in relation to public/stakeholder groups. |
| PLO2 | apply concepts and principles of the discipline to the solution of complex problems.   |
| PLO3 | employ analysis and evaluation tools to argue and draw appropriate conclusions and recommendations.                                    |
| PLO4 | plan and conduct research and produce a report.  |
| PLO5 | communicate effectively internally and externally, with the public, market sectors, and the media.                                     |

| Code  | Description  |
|-------|--|
| PLO6  | gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or in other forms. |
| PLO7  | establish effective procedures for issue and crisis management.  |
| PLO8  | plan for events and exhibitions.   |
| PLO9  | use tools and techniques to analyse business and client requirements.  |
| PLO10 | communicate effectively to a wide range of individuals through a variety of methods.   |
| PLO11 | manage time and work to deadlines.   |
| PLO12 | demonstrate knowledge and understanding of organisations, the internal and external environments in which they operate and how they are managed.             |
| PLO13 | work effectively alone or as a member of a team.   |
| PLO14 | effectively use digital technologies for business and public relations.  |
| PLO15 | utilise problem-solving skills in a variety of practical situations.   |
| PLO16 | apply knowledge - evaluate case studies and scenarios and make critical judgements.  |
| PLO17 | learn independently for the purpose of study, and continuing personal and professional development.  |
| PLO18 | demonstrate knowledge of the structure, functions, processes and management of business organisations.   |
| PLO19 | assess the public relations implications of business decisions.  |
| PLO20 | demonstrate and apply knowledge of business communications, and public relations tools, and critically appraise related issues.                              |
| PLO21 | demonstrate knowledge of the legal, ethical and regulatory frameworks relating to public relations and related disciplines.                                  |
| PLO22 | develop objectives, analyse issues and plan and manage public relations strategies.  |
| PLO23 | integrate theory and practice.   |
| PLO24 | synthesise and analyse information from a variety of sources.  |

## Programme Structure

### Programme Structure Description

The programme is offered in full time mode (1 year per level - 3 years non sandwich, 4 years sandwich). The programme comprises a number of modules being delivered and assessed in each academic year. A 480 hours industrial placement is available between levels 5 and 6. Students successfully completing the assessments associated with the placement are eligible for a sandwich award. Requirements for progression and the award are indicated for each stage of the course with reference to the Framework for Higher Education Qualifications (FHEQ). Students can choose to undertake either a sandwich year or an additional study year abroad: Sandwich year. The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment. The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme. Of those 480 credits, 120 will be taken via a level 5 sandwich year work placement module (5008BPR). The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Additional study year abroad following Level 5. The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module (5009BPR). The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

| Programme Structure - 360 credit points   |          |
|---|----------|
| Level 4 - 120 credit points   |          |
| Level 4 Core - 120 credit points  | CORE     |
| [MODULE] 4001BPR Business Environment Approved 2022.01 - 20 credit points                               |          |
| [MODULE] 4002BPR Public Relations: Practice and Principles Approved 2022.01 - 20 credit points          |          |
| [MODULE] 4003BPR Communication Theory Approved 2022.01 - 20 credit points                               |          |
| [MODULE] 4005BPR Creative Media Production Approved 2022.01 - 10 credit points                          |          |
| [MODULE] 4006BPR Personal and professional development Approved 2022.01 - 10 credit points              |          |
| [MODULE] 4007BPR Writing for PR Approved 2022.01 - 20 credit points                                     |          |
| [MODULE] 4034BUSMK Consumer Behaviour Approved 2022.01 - 20 credit points                               |          |
| Level 5 - 120 credit points   |          |
| Level 5 Core - 120 credit points  | CORE     |
| [MODULE] 5002BPR Media Management Approved 2022.01 - 20 credit points                                   |          |
| [MODULE] 5003BPR Corporate Communications Approved 2022.01 - 20 credit points                           |          |
| [MODULE] 5004BPR Event Management Approved 2022.01 - 20 credit points                                   |          |
| [MODULE] 5005BPR Graduate Enterprise Approved 2022.01 - 20 credit points                                |          |
| [MODULE] 5007BPR Digital Communication Management Approved 2022.02 - 20 credit points                   |          |
| [MODULE] 5100LBSBW Employability Skills Approved 2022.01 - 20 credit points                             |          |
| Optional placement - 120 credit points  | OPTIONAL |
| Placement Year - 120 credit points  | OPTIONAL |
| [MODULE] 5008BPR Sandwich Year - Business and Public Relations Approved 2022.01 - 120 credit points     |          |
| OR Study Abroad - 120 credit points   | OPTIONAL |
| [MODULE] 5009BPR Study Year Abroad - Business and Public Relations Approved 2022.01 - 120 credit points |          |
| Level 6 - 120 credit points   |          |
| Level 6 Core - 120 credit points  | CORE     |
| [MODULE] 6001BPR Integrated Digital Marketing Communications Approved 2022.01 - 20 credit points        |          |

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| [MODULE] 6002BPR Change Management Approved 2022.01 - 20 credit points                          |
| [MODULE] 6003BPR Business and Public Relations Dissertation Approved 2022.03 - 30 credit points |
| [MODULE] 6004BPR Issues in Crisis Management Approved 2022.01 - 10 credit points                |
| [MODULE] 6005BPR Strategic Campaign Management Approved 2022.01 - 20 credit points              |
| [MODULE] 6006BPR Working in the creative industries Approved 2022.02 - 20 credit points         |

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

## Teaching, Learning and Assessment

The acquisition of core knowledge is achieved through a range of teaching methods including lecture, seminar, tutorial and workshop. The core knowledge and understanding required for the programme determines the teaching methods used within modules. For example, lectures may be used to introduce core theories and concepts, with seminars, tutorials and workshops being utilised to build on core theories and explore in more detail further concepts, ideas and 'real-world' business issues. The ability for students to consolidate their learning has been considered and developed within modules. As well as potentially using workshops, tutorials and seminars to practice and further explore theories and concepts, students will also develop their learning through on-line activities and directed reading. In formulating the assessment strategy, the programme team aims to achieve an appropriate match between teaching and learning methods and assessment tasks in order to ensure that the programme offers variety in its assessment. The provision of formative assessment and feedback has also been considered within modules in order to provide students with the best opportunity to develop their knowledge and understanding of key subjects. Assessment methods for the programme include portfolios, presentations, research case-study, poster campaigns, on-line reflection, tests, essays, reports and examinations.

## Opportunities for work related learning

Opportunities for work-related learning (location and nature of activities) The four elements of Work Related Learning (WRL): 1. Learning about oneself 2. Learning and practising skills 3. Experiencing the world of work 4. Experiencing and learning how to learn and manage oneself in a range of situations will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning. The programme embeds work related learning through assessment design, field trips, and guest speakers. Specific modules such as 4006BPR (Personal and professional development) prepare students for their careers, and this development is continued through 5005BPR (Graduate Enterprise) and 6006BPR Personal and professional development in the creative industries. Students also have the opportunity to further their work related learning by availing of the Sandwich year work placement (5008BPR), supported by the programme team and the Employability Support Unit. Students are assigned a Visiting Tutor from the University and keep regular logs to record the professional development.

## Entry Requirements

| Type                             | Description  |
|----------------------------------|--|
| Other international requirements | International applications will be considered in line with UK qualifications. International Students English Language Requirements All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component |

|                                       |   |
|---------------------------------------|---|
| Alternative qualifications considered | Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number |
| NVQ                                   | A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard<br>Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%  |
| A levels                              | 72 UCAS tariff points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.   |
| International Baccalaureate           | 24 points from IB Diploma   |
| BTECs                                 | 72 UCAS Tariff points   |