Module Descriptor

Title	Media Relations: Practice & Management		
Session	2026/27	**Status**	Active
Code	JOUR10008	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Dr Margaret Hughes		

Summary of Module

This module will critically analyse and evaluate the role of media relations in the 21st century. It will analyse a range of theoretical concepts and practices in the fields of PR, community relations, investor relations, crises responses and audience relationships.

Students will learn how to develop media relations campaigns utilising a range of digital media, how to undertake specialist research into clients and markets,

Students will gain a critical understanding and knowledge of how organisations impact, and are impacted by, wider social, cultural and economic landscapes that inform and define how it communicates with its publics.

Students will use their well-developed journalistic skills to produce corporate communications strategies and campaigns for a range of organisations such as 3rd sector groups, sports clubs, community and voluntary groups, corporate businesses and political organisations.

Module Delivery Method	**On-Campus**[1] ☒	**Hybrid**[2] ☐	**Online**[3] ☐	**Work -Based Learning**[4] ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Critically evaluate and analyse the role of media relations across a range of sectors and activities applying key theoretical perspectives and practices.
L2	Develop, devise, produce and implement a corporate communication strategy for an external organisation utilising professional, practical digital skills to a high professional standard.
L3	Critically evaluate a range of information resources relevant to the field of media relations, management and strategy
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Demonstrating a critical understanding of key theories, principles and concepts of media relations, management and strategy. Developing a detailed knowledge and understanding of the ways in which the media relations is managed and interfaces with the news media.
Practice: Applied Knowledge and Understanding	**SCQF 10** Using a range of professional, practical digital journalism skills to develop media relations content. Utilising knowledge of how the news media operates to create appropriate media relations content.
Generic Cognitive skills	**SCQF 10** Critically analysing and evaluating complex information to form own opinions supported by evidence. Critically evaluating information from a range of sources.
Communication, ICT and Numeracy Skills	**SCQF 10** Communicating effectively and appropriately in writing and producing content across a range of platforms. Retrieving information from a range of sources.

Autonomy, Accountability and Working with Others	**SCQF 10** Working effectively independently in order to meet project briefs, understand communication strategies and meet deadlines. Taking supervision and being able to work independently when undertaking projects both practical and academic in nature.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	8
Independent Study	156
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Gregory, A. (2020). Planning and Managing Public Relations Campaigns. Kogan Page. London Rosenberg, A. (2021). A Modern Guide to Public Relations: Unveiling the Mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices. Veracity Marketing. Silverman, D. A. & Smith, R. D. (2024). Strategic Planning for Public Relations. Rouledge. London. Theaker, A. (2020). The Public Relations Handbook (Media Practice). Routledge. London
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Attendance at all classes & seminars; engagement in group & individual in-class activities.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☒ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Arts & Media
Moderator	Dr Kenneth Pratt
External Examiner	Dr Fiona McKay
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	0/1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Pitch presentation & strategy report: students will present a pitch (c.10 mins) and report outlining media management strategies for an external client organisations (c.1,000 words). (30% of total marks)
Assessment 2
Strategic public relations campaign plan that comprises range of digital media content across a range of platforms (c. 2,000 words) (70% of total marks)
Assessment 3

(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.

(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation & report	☒	☐	☒	☐	☐	30%	3

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Portfolio of practical work	☐	☒	☒	☐	☐	70%	0

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**
Moderator updated	March 26	M Hughes