



course factfile

Business and Public Relations

BA (Hons), BA

Expected Intake	60	Mode of Study	Three years full time, four years with sandwich year
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Introduction

According to AGCAS, 'as we enter the 21st century, public relations has become a sophisticated business tool, used by organisations to promote their image to the wider public'.

BA (Hons) Business and Public Relations is an exciting new degree that aims to produce graduates who will have an appreciation of traditional business functions together with an understanding and professional competence in, public relations. It seeks to do this by integrating theoretical, professional and creative approaches to the study and practice of public relations within the framework of business. The degree further aims to enhance employment prospects within this industry by offering an optional sandwich placement year.

The BA (Hons) Business and Public Relations degree is fully approved by the Chartered Institute of Public Relations (CIPR). The CIPR approval ensures that the content and the teaching of the course meet the highest standards required by the professional body.

The course is built around the following core themes:

- Public relations management
- Business communication
- General business and management

The programme develops practical skills, theoretical knowledge and management techniques so that the successful graduate is well equipped for a career within the field of public relations.

Why should I study Business and Public Relations at LJMU?

The course also offers the opportunity of a sandwich year. The placement is designed to give students a year of invaluable paid work experience in a public relations related role, as well as the chance to put skills and knowledge developed in the first two years into practice. The placement helps develop the student's personal skills, enhances their CV, offers a year-long break from formal study, and contributes significantly to a successful final year.

Placements normally last for about 48 weeks. The Faculty's Work Based Learning Unit (WBLU) assists students by identifying vacancies, advising on the applications process and helping to arrange interviews. Students are encouraged to identify suitable vacancies in the UK or overseas, although overseas placements are uncommon. The WBLU supports students during their placement year and an academic tutor also visits students at their workplace on two occasions.

This programme will provide students with a firm grasp of the knowledge and skills required by Public Relations managers.

The course therefore seeks to develop the appropriate mix of practical techniques, theoretical understanding and management methods. Students are also given opportunities for personal development through the use of teaching and learning strategies appropriate to the business environment. These strategies include project work, group work, presentations and computer-based assignments.

The course aims to improve your employability by offering practical, hands-on experience wherever possible. To this end, we strongly recommend you complete your sandwich placement year to ensure that you can work effectively both independently and as part of a team. Not only will you be equipped with practical knowledge and skills in the area of public relations and its applications, you will also have developed core transferable skills ensuring your recruitment within this field, or other professional employment. However, the sandwich year is entirely optional and so the decision is entirely up to you.

The Liverpool Business School has excellent teaching accommodation with modern associated technology. The John Foster Building which houses the Liverpool Business School has its own IT suite with over 200 networked PCs. Students studying Business and PR will additionally have access to the Information Management Lab which houses bespoke hardware and software used on the course.

The Aldham Roberts Learning resource Centre is open 24 hours, seven days per week during semester time. A state-of-the-art, award winning building, it offers networked computer workstations, printing facilities, quiet study areas, books, journals, periodicals and reports.

How will you spend your study time?

At each level you will be required to complete 120 credits, made up of a certain number of core modules, and a number of optional modules at Levels Two and Three.

At Level One you will be required to complete the following core modules:

- Business Matters
- Principles of Public Relations
- Introduction to Management
- Organisational Behaviour
- Financial Accounting for Business
- Web Technologies for Business
- Introduction to Communication theory
- Writing for Public Relations

At Level Two you will be required to complete the following core modules:

- Principles of Marketing
- Principles of HRM
- Corporate Communications
- Online Public Relations 1
- Online Public Relations 2
- Design for Publicity
- Media Relations 1
- Media Relations 2

Students must also complete one of the following optional modules from group A:

- Career Management
- Graduate Enterprise 1
- Preparation for work

Students must also complete one of the following optional modules from group B:

- Consumer Behaviour
- English through the News Media
- Management Accounting for Business
- Graduate Enterprise 2
- State Media and Culture

An optional sandwich year placement is available between Levels Two and Three. Students at the beginning of the second year must decide whether they wish to apply for a work placement. Students are equally welcome to proceed directly to the final level and complete the course in three years.

At Level Three you will be required to complete the following core modules:

- Business and Public Relations Dissertation
- Public Relations Planning and Strategy
- Strategic Management
- Corporate Social Responsibility
- Business and Public Relations Dissertation Continued
- Public Relations Planning and Strategy Continued
- Strategic Management Continued
- Event Management

Students must also complete one of the following optional modules:

- Marketing Communications
- Managing Projects
- Relationship Marketing
- Language as Power

Teaching is implemented via lectures, workshop sessions and tutorials. Lectures are used to relay information to students, who are expected to read their notes and carry out additional reading in the library.

Workshop sessions are used to reinforce some of the ideas that have been discussed in lectures. They are more informal than

lectures and usually take place in smaller groups. This gives students the opportunity to have longer discussions with staff.

Tutorials are also used to reinforce some of the material covered in lectures. They take place in smaller groups and are informal affairs where staff and students can discuss and develop the course material.

How will you be assessed?

Assessment is normally a combination of continually assessed coursework and end of semester examination. Students will experience a variety assignments including project work, group oral presentations video work and online assessment.

Graduate Employment and Careers

Senior business leaders in national and international companies are working closely with LJMU to identify the higher 'world of work' or WoW skills that will give our students a competitive edge when it comes to climbing the professional career ladder. No other university, either in the UK or internationally, offers you the chance to develop these WoW skills.

A wide range of careers is open to graduates with a high level of competence in business. In addition, the knowledge and skills gained from the Public Relations modules will ensure that you have the practical skills and knowledge necessary to forge a career in PR. For those of you who decide not to pursue a career in PR, there are many other areas of business to choose from.

Postgraduate study is another option. Most universities offer Masters Programmes, including LJMU.

Why should you choose LJMU?

LJMU places work-related learning and graduate skills development at the heart of every undergraduate degree, without compromising academic quality. Senior business leaders in national and international companies are working closely with us to identify the higher 'world of work' (WoW) skills that give our students a competitive edge for rewarding careers.

No other university, either in the UK or internationally, offers you the chance to develop these WoW skills. LJMU is committed to raising the bar on all aspects of teaching, assessment, academic support and skills development. We offer excellent facilities, high quality degree programmes, supportive staff and a thriving student community drawn from 100 countries worldwide. LJMU is a vibrant university located in one of the most exciting, and affordable, student cities in the UK.

Why Liverpool?

Liverpool – an exceptional student city

Liverpool is a city that has something for everyone and is very supportive of the 50,000 students who live, work and study in its universities.

Rich in cultural heritage, the city has received World Heritage Site status and was the 2008 European Capital of Culture. According to Home Office statistics, Liverpool is one of the safest places in the UK too.

LJMU Bursaries and Scholarships

LJMU has an excellent and long-established record of reaching out to students with little experience or family tradition of attending university and helping them succeed in higher education.

LJMU offers a range of Special Support Bursaries and LJMU's scholarships reward both academic and personal achievement.

For more detailed information about funding, bursaries and scholarships, please visit:

<http://www.ljmu.ac.uk/study/ljmu/fees/85947.htm>

Course Fees

Fees p.a. 2010

LJMU's full time domestic tuition fees will be **£3,290** per year from 2010

What do current and past students say?

"It was really good to have a mix of business and PR; it gave me a broader range of knowledge which is necessary when working in the modern business environment."

"The Event Management module taught me the importance of planning, down to the smallest detail. I found it very useful to be taught by a lecturer with real world experience of managing events."

Application and Selection (what are we looking for?)

You know what the entry requirements are, what the course will cover and what it will be like to study at LJMU in Liverpool, but what skills do you need to secure a place?

We want students who are interested and committed to a career in Public Relations with the ability to:

- Communicate effectively and confidently
- Manage time and tasks effectively as an individual and as part of a team

- Use appropriate sources to find and organise information
Select and critically evaluate information in order to analyse problems

Entry Requirements

UCAS Tariff Points Required: 240 points including a minimum 160 from 6, 12 or 18 unit awards

GCE A Levels

Minimum Number Required: 2
GCE AS acceptability: Acceptable only when combined with other qualifications
Subject Specific Requirements: No specific subject requirements

BTEC

National Awards (6 units) (not including Early Years) Acceptable only when combined with other qualifications
National Awards Grades required / subjects required No specific subject requirements
National Certificate (12 units) (not including Early Years) Acceptable on its own and combined with other qualifications
National Certificate Grades required / subjects required No specific subject requirements
National Diploma (18 units) (Not including Early Years) Acceptable on its own and combined with other qualifications
National Diploma Grades / Subjects required No specific subject requirements

Welsh Baccalaureate

Advanced Diploma Acceptability Acceptable only when combined with other qualifications

Irish Leaving Certificate

Acceptability Acceptable on its own and combined with other qualifications

Specialised Diplomas

Subject areas accepted Business, Administration and Finance
Grades reqd 240 points
Additional Information Including minimum grade C from Progression Diploma

Key Skills

Is achievement encouraged? Yes
Will Key Skills tariff points be counted towards an offer? Yes
What minimum Key Skill level is appropriate? 2
Subject areas considered Application of number, Communication, ICT

OCR National

Certificate (6 units) Acceptable only when combined with other qualifications
Certificate (12 units) Acceptable on its own and combined with other qualifications
Certificate (18 units) Acceptable on its own and combined with other qualifications

Scottish Awards

Higher Acceptable on its own and combined with other

Advanced Higher qualifications
Acceptable on its own and combined with other qualifications

Core Skills

Will Core Skills tariff points be counted towards an offer? Yes

What minimum Core Skill level is appropriate? Intermediate 2

Core Skills subject areas considered Application of number, Communication, ICT

Access to HE

Acceptability Acceptable on its own and combined with other qualifications

Additional Information Students will also be expected to possess GCSE Maths and English Language at grade C or equivalent.

International Baccalaureate

Acceptability Acceptable on its own and combined with other qualifications

Additional Information 240 UCAS tariff points from IB

Additional Qualifications considered

Advanced Extension Award Acceptability Acceptable only when combined with other qualifications

GCSE / Standard Grades Maths and English Language at grade C or equivalent

Other qualifications considered

How to apply

All applicants should apply through the Universities and Colleges Admissions Service (UCAS) system.

If you need help or advice on your individual application, you should contact your careers adviser or call the UCAS Customer Service Unit on **+44 (0)871 468 0 468**, open Monday to Friday, 08:30-18:00 hrs(UK time)

If you are calling from outside the UK and are unable to use the number above, please contact them on **+44 (0)870 1122211**.

You can also write to them:

UCAS
Customer Service Unit
PO Box 28
Cheltenham
GL52 3LZ.

You may also apply online by using the 'Apply' application service which provides detailed screen and help text to assist you in making your application: <http://www.ucas.co.uk/students/apply/>

UCAS Code Name:

LJM

UCAS Institution Code Name

L51

UCAS Course Code

NP12

UCAS Course Abbreviation

BA/BusPR

Will I be interviewed?

No interview required (UCAS application form only)

Can this course be deferred?

Yes, please contact us to discuss your options

What happens next?

If you are from the UK or EC, you will receive a letter and an open day invitation directly from the School's Admissions Unit. The offer will also be confirmed via UCAS. Open days include an opportunity to meet academic staff and current students, as well as a tour of LJMU facilities. International students will receive confirmation of their offer from the International Office, along with details about accommodation, fees and other important information. If you choose LJMU as your 'FIRM' choice, you will receive enrolment and induction information upon confirmation of your results.

Further information

Please contact the Faculty of Business and Law on:

tel: 0151 231 3999

fax: 0151 707 0423

email: BLWadmissions@ljamu.ac.uk

If you have any queries relating to LJMU or university life in general please contact:

Student Recruitment Team
Liverpool John Moores University
Roscoe Court
4 Rodney Street
Liverpool
L1 2TZ

Tel: +44(0)151 231 5090

Fax: +44(0)151 231 3462

Email: courses@ljamu.ac.uk

Web: www.ljamu.ac.uk

Further information: International Students

For further information please visit the website at: <http://www.ljamu.ac.uk/International/>