



Lancashire
Business
School

PR1005 — Introduction to Media and PR within the Fashion Industry

Academic Year 2010-11

Tutor	Room	Tel.	E-Mail
Module leader: Chris Shaw	GR 324	01772 894745	CShaw3@uclan.ac.uk
Tutor: Barbara Aird			

LEVEL 1

A module of 20 credits

UNIVERSITY OF CENTRAL LANCASHIRE

MODULE INFORMATION PACK

MODULE AIMS

To introduce students to the basic principles of writing for media and PR

LEARNING OUTCOMES

On successful completion of this module you will be able to:

- 1. Meet the demands of the public relations industry with accurate, clear and suitable writing**
- 2 Understand the reason behind writing for PR and produce press releases, features and reviews in the appropriate format.**

SCHEDULE OF ROOMS

Lecture Semester One Thursday	2-13	09:00	10:00	ABTVI (Adelphi Building)
----------------------------------	------	-------	-------	-----------------------------

Three Seminars Semester One Thursday	2-13	10:00	13:00	HB314 (Harris Building)	20
---	------	-------	-------	----------------------------	----

YOU ATTEND THE SCHEDULED LECTURES AND ONE OF THE HOUR-LONG SEMINARS EACH WEEK DURING SEMESTER ONE

TEACHING AND LEARNING STRATEGY

Initial lectures followed by seminars/workshops will provide a good foundation in all aspects of the syllabus, enabling students to build on skills acquired.

- Monitoring of course work and tutorial, to ensure progress is being made.**

WebCT SUPPORT

RESOURCES PUBLISHED ON E-LEARN/WEB CT AND ON FASHION PROMOTION WEBSITE

www.fashionpromotion.co.uk

MODULE ENHANCEMENT SINCE LAST DELIVERY

NA

ASSESSMENT STRATEGY

Students will present original, individual work to be assessed on accuracy, structure, style and originality. Assistance will be given at regular intervals throughout the semester.

You must pass all assignments to be successful in the module. Students who do not submit work may not be offered a referral.

Assignment 1: Timed Press release assignment (40%)

Students will be required to produce a simple press release to the correct format from information given in seminars

Assignment 2: Feature article and review (60%)

Students will interview a fashion-related person of their choice and write a profile suitable for a trade magazine or website. In addition students will review a fashion event of their choice and write a review for a fashion website or blog. Full details will be given in an assignment brief.

MODULE PASS REQUIREMENTS

You must attempt all elements of assessment on this module.

REASSESSMENT

The decision to offer reassessment lies with the Course/School Assessment Board taking account of the recommendations from Module Boards and the student's overall profile. For modules which are assessed at the end of the first semester, the decision to offer reassessment lies with the Module Board.

The best mark which may be awarded for a module following reassessment is 40%. If both the original mark and the reassessment are at <40% then the better of the two marks will be used in any subsequent averaging calculation.

Where a reassessed module is failed the Course/School Assessment Board will use academic judgement to determine whether that module may be condoned or retaken, taking account of the recommendations from the Module Board. A retaken module (or alternative module) counts as a second attempt.

ATTENDANCE

Student attendance at timetabled learning activities of Courses and Modules is required. Notification of illness or exceptional requests for leave of absence must be made to the Course Leader. Unauthorised absence is not acceptable and may attract academic penalties (See Academic Regulations C11.4) and/or other penalties (see Regulations for the Conduct of Students).

Students who do not respond to communications concerning continuous unauthorised absence may be deemed to have withdrawn from the course.

The date of withdrawal will be recorded as the last day of attendance. Individual modules may incorporate a specific attendance requirement as part of the assessment criteria for successful completion of a module.

LATE SUBMISSION

The University requires students to adhere to submission deadlines for any form of assessment. A penalty will be applied in relation to unauthorised late submission of work.

Authorisation of the late submission of work requires written permission. There is an extension form that needs to be completed, available from the Student Office. This form needs to be signed by the module tutor and the Division Leader with responsibility for the module [if the Division leader is not available then the form can be signed by the appropriate Associate Director]. It is **your** responsibility to get the form signed which will give you permission for one extension period of between 1 and 10 working days where evidence of circumstances has been accepted and where submission within this timescale would be reasonable taking into account those circumstances.

The University operates a universal penalty scale for unauthorised late submission of any form of assessed work. Students who submit work within 5 working days after the published submission date **without an authorised extension** will obtain a **maximum mark of 40%** for that element of assessment. All work submitted **later than 5 working days** after the published submission date will be awarded a mark of **0%**.

EXTENUATING CIRCUMSTANCES AND POOR PERFORMANCE

Students who are unable to submit work within 10 working days after the submission date due to verifiable extenuating circumstances which are serious and exceptional, may submit a case for consideration in accordance with the University's Extenuating Circumstances Procedure.

The University operates a universal scheme for the submission of extenuating circumstances. If you feel that you have extenuating circumstances then you need to obtain a special envelope marked "Extenuating Circumstances" from the Student Office. This contains a form which asks for details of the course, the year

of study, the name of the student, the name of the course leader and identifies the modules affected. (This includes modules internal and external to the School).

You must attach relevant documentary evidence such as medical certificates. The completed form and envelope are then returned to the Student Office.

[**Note:** disability or learning difficulty does not constitute an extenuating circumstance]

CHEATING, PLAGIARISM AND USING UNFAIR MEANS TO ENHANCE PERFORMANCE

The University regards any use of unfair means in an attempt to enhance performance or to influence the standard of award obtained as a serious academic and disciplinary offence.

Unfair means includes all forms of cheating, plagiarism and collusion. Students are required to sign a declaration indicating that individual work submitted for assessment is their own.

All instances or allegations of the use of unfair means will be investigated under the procedure detailed in Appendix 10 of the Academic Regulations.

It is therefore essential that you acknowledge an author's work that you may have used to support an argument in any of your assignments.

Plagiarism is a particular form of cheating that the University is concerned about. All work that is submitted for assessment must be genuinely your own work and not the result of plagiarism. You sign to this effect on each cover sheet submitted with your assignments. If you are quoting actual words from a published or unpublished text you must use quotation marks and cite your source. In order to avoid accusations of plagiarism you should use the Harvard Referencing System. This will ensure that there is no ambiguity.

You must also not pass work off as the result of your individual efforts, if you have in fact colluded with other students to prepare the piece of work jointly, or you have copied each other's work. Clearly, it is also wrong to copy another student's work without them knowing about it.

You are advised to read the extract on this subject in the University Regulations. If you have any doubts on this important matter, you are advised to speak with the module tutor or Course Leader.

INDICATIVE BIBLIOGRAPHY

Module text

The following book is essential reading:

Foster. J. 2003 Effective Writing Skills for Public Relations – available as an e-book

It is recommended that you supplement the text with reading from the following:

Books

Bartram, P. 1999 Writing a Press Release. How To Books
Evans, H. 2000. Essential English. London, Pimlico
Foster. J. 2003 Effective Writing Skills for Public Relations
Hicks, W. (1999). English for Journalists. Routledge.
Hicks, W, (1999) Writing for Journalists. Routledge
Jacks, D and S Shaw (2009) Mastering Fashion Marketing: Palgarve.
Ross, D. (1990). Surviving the Media Jungle
Theaker, A. (2001) The Public Relations Handbook
Wainwright , J. & Hutton, J. (1999). Your Own Words. Nelson.
Wilcox, D.L. Public Relations Writing and Media Techniques. 4th Ed. Longman

Journals

Web links

Nexus Database
[//www.uclan.ac.uk/information/services/library/eresources/nexus.php](http://www.uclan.ac.uk/information/services/library/eresources/nexus.php)

<http://www.bbc.co.uk>

Pressbox
<http://www.pressbox.co.uk>

TEACHING PROGRAMME CALENDAR (SUBJECT TO CHANGE AS/WHEN REQUIRED)

Scheme of Work 2010-11 Semester One

Scheme of Work 2010-11 Semester One

<u>Date</u>	<u>Lecture</u> (1 hr) <u>ABTV1</u> <u>Adelphi Building</u>	<u>3 Seminar s</u> <u>1000, 1100,</u> <u>12000 (1hr)</u> <u>HB314</u> <u>Harris</u> <u>Building</u>	<u>Preparation and</u> <u>Landmarks</u>
Thurs Sept 23	Introduction to the module and allocation to seminar group	First impressions	Issue Assignment 2 Check log on facilities
Thurs Sept 30	What is a press release – types functions and formats	Writing practice introducing press release format	Issue Assignment 1 Read chapters 1,2 & 3 Effective Writing Skills for Public Relations – Foster
Thurs Oct 7	Tools of the trade: punctuation, grammar, use of language and style	Press Release writing	Bring an example of an interesting fashion article for next seminar Quick guide to apostrophes
Thurs Oct 14	Nuts and bolts: news angles, intros and structure	Press release writing	Read chapters 4,5,6 &7 Effective Writing Skills for Public Relations – Foster Quick Guide to quotes
Thurs Oct 21	Knowing the media: fashion trade, consumer, national and regional	Writing for different publications	Read chapters 8 &9 Effective Writing Skills for Public Relations – Foster Bring examples of press releases published
Thurs Oct 28	Targeting and classifying different types of stories	Press Office exercises	Read chapter 10 Effective Writing Skills for Public Relations – Foster
Thurs Nov 4	Interview techniques and feature writing	Group role play - interviews	Bring examples of fashion articles from different types of publications

Thurs Nov 11	Social Media		<u>Timed Assignment 1</u>
Thurs Nov 18	Writing a review	Review writing workshop	Assignment 2 workshop
Thurs Nov 25	Effective press photography	Research photography on line and select good and bad examples	Read chapter 11 Effective Writing Skills for Public Relations – Foster
Thurs Dec 2	Invitations, events and press packs	Analysis of adding value	
Thurs Dec 9	Developing relationships, campaigns and competitions	Devise and develop a short campaign	Read chapter 19 Effective Writing Skills for Public Relations – Foster
Thurs Dec 16	Online and broadcast PR in the fashion industry		Read chapter 16 Effective Writing Skills for Public Relations – Foster <u>Deadline for submission of Assignment 2</u>