

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number- 6360016 **-Session-**1996-97
-Superclass- BA
-Title- THE ROLE AND FUNCTIONS OF PUBLIC RELATIONS IN ORGANISATIONS

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Identifying the purpose of public relations and the roles of public relations personnel.

OUTCOMES

1. define public relations;
2. describe the function of public relations personnel in commercial and non-commercial organisations;
3. identify the legal and ethical constraints on public relations;
4. plan a public relations event.

CREDIT VALUE: 1 NC Credit

ACCESS STATEMENT: Access to this unit is at the discretion of the centre, but it would be beneficial if the candidate had achieved National Certificate Module 7110045 Communication 3 or an equivalent qualification.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

STATEMENT OF STANDARDS

UNIT NUMBER: 6360016

UNIT TITLE: THE ROLE AND FUNCTIONS OF PUBLIC RELATIONS
IN ORGANISATIONS

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME

1. DEFINE PUBLIC RELATIONS

PERFORMANCE CRITERIA

- (a) The definition of public relations is correct in terms of the definitions used by the professional bodies who regulate public relations.
- (b) The difference between public relations, advertising and marketing is described clearly and correctly.
- (c) The key aspects of public relations on the work of an organisation are described clearly.
- (d) The effect of public relations on the work of an organisation is described clearly and correctly.

RANGE STATEMENT

Professional bodies: Institute of Public Relations; Public Relations Consultants Association; European Centre of Public Relations.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which satisfies the performance criteria and the range statement.

OUTCOME

2. DESCRIBE THE FUNCTION OF PUBLIC RELATIONS PERSONNEL IN COMMERCIAL AND NON-COMMERCIAL ORGANISATIONS

PERFORMANCE CRITERIA

- (a) The description of the role of public relations personnel in a commercial organisation is correct in terms of a specified organisation.
- (b) The description of the role of public relations personnel in a non-commercial organisation is correct in terms of a specified organisation.
- (c) The description of the role of all employees of a specified organisation is correct in terms of relating to the public.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which satisfies the performance criteria and range statement.

OUTCOME

3. IDENTIFY THE LEGAL AND ETHICAL CONSTRAINTS ON PUBLIC RELATIONS

PERFORMANCE CRITERIA

- (a) The identification of legal constraints is correct in terms of current legislation.
- (b) The description of legal constraints experienced by a specified organisation is correct in terms of current legislation.
- (c) The identification of ethical constraints is correct in terms of the codes of practice of public relations.
- (d) The description of ethical constraints experienced by a specified organisation is correct in terms of the codes of practice of public relations.

RANGE STATEMENT

Legal constraints: confidentiality; contract; copyright.

Ethical constraints: moral; financial and other incentives; social.

Codes of practice: Code of Professional Conduct of the Institute of Public Relations the; Professional Code of the Public Relations Consultants Association.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which satisfies the performance criteria and range statement.

OUTCOME

4. PLAN A PUBLIC RELATIONS EVENT

PERFORMANCE CRITERIA

- (a) The purpose of the public relations event is defined clearly in terms of the organisation and the target audience.
- (b) The constraints affecting the public relations event are described clearly and correctly.
- (c) The timetable and content of the public relations event are appropriate to the purpose and audience.
- (d) The roles of individuals involved in the public relations event are described clearly and correctly.
- (e) The methods of evaluating the success of the public relations event are described clearly and correctly in terms of the purpose and audience.
- (f) The budget constraints for the public relations event are identified in terms of objectives and available finance.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which satisfies the performance criteria and range statement.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

In certain cases, modified outcomes and range statements can be proposed for certification. See references at end of support notes.

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NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION**SUPPORT NOTES**

UNIT NUMBER: 6360016

UNIT TITLE: THE ROLE AND FUNCTIONS OF PUBLIC RELATIONS
IN ORGANISATIONS

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE SQA publishes summaries of NC units for easy reference, publicity purposes, centre handbooks, etc. The summary statement for this unit is as follows:

The purpose of this unit is to allow candidates to explore the field of public relations by considering definitions, roles and codes of practice for public relations in the planning of a public relations event.

CONTENT/CONTEXT This unit can be delivered in a theoretical and/or practical way. Candidates can be introduced to the concepts of public relations or they can discover these concepts through case studies or real examples of public relations. The final outcome can provide an opportunity to look at the practical issues involved in planning a public relations event. It can also provide a focus for outcomes 1-3, which can be viewed in the context of a public relations event.

APPROACHES TO GENERATING EVIDENCE Candidates should be encouraged to look at public relations in a range of organisations and for a range of purposes. Some case studies and short answer questions may be used in assessments, but it would also be beneficial for candidates to describe public relations in the context of different organisations and situations.

ASSESSMENT PROCEDURES Centres may use the instruments of assessment which are considered by tutors to be the most appropriate. The following suggestions correspond to outcomes 1-4:

Outcome 1

This is likely to be assessed by short answer questions which cover all the performance criteria.

Outcome 2

This is likely to be assessed through a range of case studies, including different commercial organisations and non-commercial organisations eg. schools, voluntary organisations. These case studies could cover for example: problems occurring when planning an event; re-assurance of the public after bad press.

Outcome 3

This may also be assessed by using case studies which show potential breaches of legal and ethical constraints.

Outcome 4

This should be a practical planning exercise. The plan should include: planning; promoting; organising; hospitality; running. The event may be chosen by the candidate and may be undertaken on his/her own or in a group. The event may be for example a coffee morning, a launch or a meeting.

RECOGNITION Many SQA NC units are recognised for entry/recruitment purposes. For up-to-date information see the SQA guide 'Recognised Groupings of National Certificate Modules'.

REFERENCES

1. Guide to unit writing. (A018).
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment. (B005).
3. Procedures for special needs statements are set out in SQA's guide 'Candidates with Special Needs'. (B006).
4. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures. (F009).
5. For details of other SQA publications, please consult SQA's publications list. (X037).

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