



2012

MA in Public Relations: Foundation in Community Based Research

Catherine Bates

Dublin Institute of Technology, catherine.bates@dit.ie

Edward Brennan

Dublin Institute of Technology, edward.brennan@dit.ie

Follow this and additional works at: <http://arrow.dit.ie/civpostbk>

 Part of the [Education Commons](#)

Recommended Citation

Bates, Catherine and Brennan, Edward, "MA in Public Relations: Foundation in Community Based Research" (2012). *Posters*. Book 6.
<http://arrow.dit.ie/civpostbk/6>

This Book is brought to you for free and open access by the DIT Access and Civic Engagement Office at ARROW@DIT. It has been accepted for inclusion in Posters by an authorized administrator of ARROW@DIT. For more information, please contact yvonne.desmond@dit.ie, arrow.admin@dit.ie.



This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 3.0 License](#)





students learning with communities



Students Learning with Communities

MA in Public Relations: foundation in community-based research



OCD IRELAND SUPPORT GROUPS

OCD Sufferers Support Group
OCD Support Group for sufferers only meets three times a month.

BDD Sufferers Support Group
BDD Support Group for sufferers only meets once a month.

Trichotillomania (TTM) Sufferers Support Group
TTM Support Group for sufferers only meets once a month.

Family, Carers & Friends Support Group
Support Group is only for Family and Friends of sufferers of OCD/TTM/BDD and meets once a month.

All Groups run in St Patrick's Hospital, James Street, Dublin 2.
All Groups are free, confidential, safe and run by trained facilitators.
Please see OCDireland.org for details on times and dates.

OCD IRELAND PUBLIC LECTURES
Time for each talk: 7.00 – 8.30pm
Monthly on a Wednesday Evening, Sept. – May.
Location: Main Lecture Theatre/Hall of St. Patrick's Hospital, James Street, Dublin 2.

Audience: interested persons, mental health professionals, and students

- Free attendance!
- Talks provided by leading experts and professionals!
- No registration required!
- Nine lectures each year!

PSI grants 1.5 CPD credits for each talk!
Please see OCDireland.org for details on dates.

LET'S MOVE THINGS FORWARD

Protect yourself...

Man2Man.ie
Check it out!

HIV infection is increasing in Ireland. Let's raise our sexual health and protect each other when having sex.
You are. He is. We are worth protecting.
Learn more about safer sex, HIV and our sexual health at Man2Man.ie



Project description:

On the MA in Public Relations, students can choose to take a module called 'Foundations in Community-Based Research'. Students work in small groups, each with one community partner, to design, plan, carry out and report on a piece of research which the community partners require, focusing on the reception/use of some aspect of their Public Relations activity (e.g. they might want to know how a particular target group responds to their website/poster campaigns). The module is assessed by student presentations during the semester, as well as final group research reports, combined with individual reflections on module learning.

Community partners with a specific interest in the area of PR/marketing are invited to present to the students on their PR research interests. Students select their community partners based on their own learning goals, and meet to discuss specific goals for the research project, supported by lecturers (a research agreement is signed at this point). Students are expected to spend time planning and conducting the research, liaising with community partners, and writing the report. Students present their final research reports to community partners following academic assessment.

Lecturers: Edward Brennan, Catherine Bates.
Communities: GLEN, Wells for Zoe, Enable Ireland (2011); OCD Ireland, AMEN (2011+ 2012); Ballymun Rediscovery Centre (2012).

Benefits to students:

Students have an opportunity to work with community partners on real-life PR research projects, enhancing their research skills, their understanding of the community sector, and of how PR can be most effectively managed within budget and time limitations. They develop a sense of their future profession and its role in society. They develop a range of transferable skills such as problem-solving, time management, presentation, negotiation, communications, project management, and critical thinking, as well as gaining unique experiences which they can use in their CVs and discuss at interviews. The module also gives them a grounding in community-based research, should they want to work with communities on their dissertation later in the year.

Benefits to Community Partners:

Students research aspects of the community partners' current and future PR strategies, and generate relevant research findings about particular target groups, and how they respond to PR in a range of media. These research reports can provide valuable evidence for funding applications and for PR strategising. Community partners can contribute to the education of these future PR professionals, by exploring their community's needs and strengths, and showing students the potential they have to make a difference in the community sector through their professional skills.

