

# student as producer

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## Session 1.4a

### Students as producers: Using a Directed Study Approach to Create Student Designed Projects

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#### Abstract

Public Relations as well as having a firm academic foundation in communications theories is also a very practitioner led subject. The programmes at Lincoln are recognised by both professional bodies – the Chartered Institute of Public Relations and the Public Relations Consultants Association; we are also members of the European PR Education and Research Association (EUPRERA).

Students need hands on experience to succeed in the highly competitive job market, whilst the programmes include an optional placement year this is not always feasible and so opportunities need to be provided in other ways through portfolio based assessments, role play and live projects. There are also many occasions when organisations and individuals have approached the programme leader asking for help from students. Initially this was responded to in a fairly ad hoc way but then it became apparent something more organised was required.

Cygnets PR is a student virtual PR Agency that was created to respond to this identified need. The agency works on a number of projects on a pro bono basis in response to enquiries from outside the University or, in the case of projects that contribute to module assessment portfolios, by students approaching organisations with ideas. The agency runs via a closed Facebook Group.

#### Presenter details

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Jane will be joined by Sara Scott, the Cygnets client from the Mary Portas project MR BIG (Market Rasen) and also Beth Dyson, a final level student who has worked on other projects talking from the student point of view