



APPLIES TO ACADEMIC YEAR 2003/2004

INS 2301 Public Relations

Program

Associate Degree Program in Marketing - Information and Public Relations, Associate Degree Program in Marketing Communication, Exchange Program, The Bachelor's Program in Marketing - Information and Public Relations, The Bachelor's Program in Marketing Communication

Responsible for the course

Anne Rød

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The course is a basic introduction to public relations as subject area from a social science perspective. We will discuss what kind of competence is expected from public relations professionals. The students will be introduced to theoretical models and their applications in successful public relations campaigns.

Prerequisites

No particular prerequisites

Compulsory literature

Cutlip, Scott M., Broom, Glen M and Center, Allen H. 1999. Effective public relations - 8th ed. Upper Saddle River, N.J.: Prentice Hall

Recommended literature

Course outline

- Definition of concepts. Historical development
- Functions, roles and organizational placement
- PR theories and models
- Effective strategic public relations planning
- The four stages of the PR process
- Target groups
- Identification of publics
- Ethics in PR

Computer-based tools

Computer-based tools are not used in this course

Course structure

36 hours of lectures and group work. The lectures will focus on stimulating discussion and participation.

Evaluation

A 48-hour individual homeassignment concludes the course.

Evaluation code(s)

INS 23011 Public Relations I - 48 hour homeassignment which counts 100% of the grade in INS 2301, 6 studiepoeng.

Aids at the examination

All written aids are permitted

Makeup exam

A makeup exam is held in every term.