



APPLIES TO ACADEMIC YEAR 2004/2005

INS 2301 Public Relations

Program

Bachelor's Program in Market Communication, Bachelor's Program in Marketing - Information and Public Relations

Responsible for the course

Gerhard E. Schjelderup

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

When taught in English:

Cutlip, Scott M., Glen M. Broom and Allen H. Center. 2004. *Effective public relations*. 9th ed. Upper Saddle River, N.J.: Prentice Hall.

When taught in Norwegian:

Bang, Tor og Anne Rød. 2003. *Informasjon og samfunnskontakt : en innføring*. Oslo: Abstrakt forlag. Kapitlene 1, 5-12, side 15-46, 107-291.

Ihlen, Øyvind og Per Robstad. 2004. *Informasjon og samfunnskontakt på norsk: En teoretisk innføring*. Bergen: Fagbokforlaget. Kapitlene 1, 2, 6, 7.

Recommended literature

Wilcox, Dennis and Glen Cameron. 2002. *Public Relations. Strategy and Tactics*. 7th edition. Boston: Pearson, Allyn & Bacon.

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 home assignment concludes the course. Either books in the compulsory literature may be used for examination paper.

Evaluation code(s)

INS 23011 Public Relations I - 48 hour home assignment 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.