



APPLIES TO ACADEMIC YEAR 2004/2005

INS 2402 Ethics and Public Relations

Program

Bachelor's Program in Marketing - Information and Public Relations

Responsible for the course

Heidi Høivik

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Public relations professionals facilitate communications between an organization and its stakeholders, both internally and externally. Further, many public relations practitioners fill a dual role as counselors and advocates for their organizations or clients. Public relations professionals must have an understanding of business ethics and values at both the individual and organizational levels. This has never been more important than in today's business environment characterized by a decreasing lack of trust in organizations and institutions.

Objective

To enhance students' awareness of ethical responsibilities of the public relations professional; to increase their ability to identify the moral dimensions of issues that arise in the practice of public relations in business; to enhance their ability to employ reason as a tool for dealing with moral issues; to provide the knowledge and skills necessary to reach and justify ethical decisions; and to elicit a sense of personal and professional responsibility.

Prerequisites

None

Compulsory literature

Fisher, C. and Lovell, A. (2003), Business Ethics and Values, Prentice Hall: London.
Article compendium.

Recommended literature

Pattyn, P. (ed.) (2000), Media Ethics and Social Dialogue, Peters:Leuven.

Course outline

Perspectives on business ethics and values
Ethical theories and how to use them
- values and heuristics
- individuals' responses to ethical issues
- whistleblowing
Organizational responses to ethical issues
- establishing organizational codes of ethics
Ethics and values in international businesses
Corporate citizenship and social responsibility
Public Relations professional codes of ethics
PR planning model and ethical decisions
Cases illustrating ethical dilemmas

Computer-based tools

None

Course structure

The course will be based on lecture and students' work with cases, 36 hours in all

Evaluation

Term paper. Term Paper can be solved in groups of 1 - 3 students.

Evaluation code(s)

INS 24021 Term paper 100%

Aids at the examination

None

Makeup exam

Makeup exam in the term when lectures are offered