



APPLIES TO ACADEMIC YEAR 2005/2006

INS 2402 Ethics and Public Relations

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Johannes Brinkmann

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

Books:

Crane, Andrew og Dirk Matten. 2004. Business ethics : a European perspective: managing corporate citizenship and sustainability in the age of globalization. Oxford: Oxford University Press

Collection(s) of articles:

Artikkelsamling

Recommended literature

Books:

Pattyn, B., red. 2000. Media ethics : open social dialogue. Leuven : Peeters publ

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, accounts for 100% of the grade in INS 2402 Ethics and Public Relations, 6 ECTS credits

Aids at the examination

All.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.