



APPLIES TO ACADEMIC YEAR 2005/2006

## INS 2500 Public Relations

### Program

Bachelor in Market Communication (2. year), Bachelor in Public Relations (2. year)

### Responsible for the course

Peggy S Brønn

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

PR practitioners and managers play a key role in the success of organizations and the field of study is constantly evolving to reflect this importance. Today, PR is often referred to as corporate communication or organizational communication, but all have in common the goal of helping organizations build relationships with their stakeholders, including customers. The introductory PR course is designed to introduce theories and practical activities to students wishing to major in public relations. This course provides the foundation that will allow students to move on through more advanced courses within the public relations curricula. The course takes a broad look at public relations: its theory, the profession, its procedures and practice. It looks at the nature and scope of public relations, its historical origins, communication theory, organization theory and contemporary case studies. The course will also explore PR practice in non-profit organizations, membership organizations, sports clubs, etc.

### Objective

The objective of this course is to give students a thorough understanding of the management discipline of public relations; why it is important, its role within organizations, what are the basic public relations functions, the tools of public relations, and how it integrates with marketing communications.

### Prerequisites

No particular prerequisites

### Compulsory literature

#### Books:

Kitchen, P. J.. 1997. Public relations : principles and practice. London : International Thomson Business Press

#### Other:

Artikkelsamling, Blackboard

### Recommended literature

#### Books:

Bang, Tor og Anne Rød. 2003. Informasjon og samfunnskontakt: en innføring. Oslo: Abstrakt forlag

Harris, T.L.. 1999. Value-added public relations : the secret weapon of integrated marketing. Contemporary books

Ihlen, Ø. and P. Robstad. 2004. Informasjon og samfunnskontakt : perspektiver og praksis. Bergen : Fagbokforlaget

Ledingham, J. A. og S. D. Bruning, red.. 2000. Public relations as relationship management. Mahwah, N.J.: L. Erlbaum Associates

Stauber, J.C. og Sheldon Rampton. 1995. Toxic sludge is good for you: lies, damn lies and the public relations industry. Monroe, Maine : Common Courage Press

### Course outline

- The Role of Public Relations in Organizations
- The Evolution of PR
- Defining public relations from different viewpoints
- Strategic Perspective for PR
- Practitioner roles and strategic public relations

- History of PR and its growth
- Four models of PR practice
- The PR planning process
- Role of research and evaluation
- Crisis Public Relations
- Internal Communication
- Community relations and sponsorship
- Specialist areas -- media relations, lobbying, investor relations, government relations
- Marketing public relations
- Ethics and public relations

#### **Computer-based tools**

Students will need to access internet.

#### **Course structure**

36 hours of lectures and group work. The lectures will focus on stimulating discussion and participation. Therefore during the first part of each class meeting students will be called on by name to discuss topics from the past week's media coverage, both locally and internationally. Students are therefore required to follow media events by reading, viewing or listening to appropriate media. Any topic covered in the discussion could form the basis for the case analysis. Cases from the book will also be used to supplement the lectures and student discussion on the case may replace traditional lecturing. Students are encouraged to subscribe to the e-mail newsletter [nyhetsbrev-svar@propaganda-as.no](mailto:nyhetsbrev-svar@propaganda-as.no).

#### **Evaluation**

Final grade in the course is based on following activities and weighting:

Part 1 - One-hour mid-term exam: 30%

Part 2 - Case analysis (can be done in groups of up to 3): 20%

Part 3 - Three-hour final exam 50%

#### **Evaluation code(s)**

INS 25001 - Process evaluation counts for 100% of the final grade in the course INS 2500 Public Relations, 6 credits.

#### **Aids at the examination**

None

#### **Makeup exam**

A re-sit is held at the next scheduled exam in the course. Students who are taking new exam must take the course all over, including all parts of evaluation.