



APPLIES TO ACADEMIC YEAR 2006/2007

## INS 2402 Ethics and PR

### Program

Bachelor in Public Relations (2. year)

### Responsible for the course

Johannes Brinkmann

### Department

Strategy and Logistics

### Term

According to study plan

### ECTS Credits

6

Why should PR students study ethics? Are there (or should there be) any professional ideals for PR candidates? Are there any unforgivable sins among PR professionals? The course addresses such and similar questions and helps the students with finding their own good answers. PR professionals should not lie or harm - but why? Or PR professionals should be, ideally, enlightened, holistic, long-range thinking, empathetic and responsible. In practice, PR work is often all but easy. The course suggests combining idealism with realism and tries to prepare the students to make well-informed moral choices in more or less complex professional and business contexts.

### Objective

- Presentation of PR, business ethics and CSR as an interdisciplinary academic field
- Training discovery, analysis and well-justified handling of moral conflict situations, inviting the participants to reflect about their own work life experiences and about media coverage of their societies' business life
- For this purpose, presentation of necessary concepts, approaches and theory
- Furthering a well-reflected attitude about the moral dimension of one's professional career/role and of business in general and furthering courage to apply such knowledge and attitudes in professional practice and decision-making
- Furthering a critical attitude towards other program subjects

### Prerequisites

None

### Compulsory literature

#### Books:

Parsons, P.J.. 2004. Ethics in public relations : a guide to best practice. London: Kogan Page

#### Collection of articles:

Brinkmann, J.. 2006. Artikkelsamling (enkelte av tekstene på Blackboard)

### Recommended literature

#### Books:

Carson, S.G and N. Kosberg. 2003. Etisk forretning. Oslo: Cappelen

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

### Course outline

- Moral self-observation, moral development and career morality
- PR ethics as a teaching and as a research subject. Overview.
- Business ethics as an academic discipline; business ethics, PR and CSR
- Different approaches to moral philosophy
- Decision-making and tools
- HRM ethics, PR and Marketing ethics - some main topics
- Main stakeholders; Corporate and consumer responsibility
- Selected PR ethics topics

### Computer-based tools

Computer-based tools

The students are invited to look for and to use actively available websites in the fields of PR

ethics, business ethics and related field such as corporate social responsibility.

**Course structure**

The course consists of 36hrs with lectures and workshops.

**Evaluation**

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

Midterm knowledge test/exam (individual, graded). One hour and accounts for 40 % of the grade

Term paper, 1-3 persons (graded). Accounts for 60 % of the grade.

**Evaluation code(s)**

INS 24022 Process evaluation, accounts for 100 % of the final grade in INS 2402 Ethics and PR, 6 ECTS credits

**Aids at the examination**

Individual exam: none

Term paper: all

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course. Makeup exam in evaluation code INS 24021.