



APPLIES TO ACADEMIC YEAR 2006/2007

INS 2403 Public Relations Campaign Strategies

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Peggy S Brønn

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

15

This is the capstone course in the Public Relations sequence in which you will put into practice all of the academic and creative knowledge you have amassed in your education at BI. At the conclusion of this course you will have developed a comprehensive integrated communications campaign for a client and made a formal presentation to the client management. The course will take an integrated communication approach to campaign planning.

Objective

To acquaint students with the practicalities of researching, adapting, implementing and evaluating an integrated communications campaign that is designed either to inform, influence attitudes or to achieve a desired behavior. They will learn how to research, set objectives, build programs and evaluate results. Further, they will learn how to present the campaign to a client through both oral and written presentations.

Prerequisites

Completed 2nd year Public Relations program.

Compulsory literature

Books:

Sayre, S.. 2004. Campaign planner for integrated brand communications. 3rd ed.. Mason, Ohio : Thomson/South-Western publ
Smith, R. D.. 2005. Strategic planning for public relations. 2nd ed.. Mahwah, N.J.: Lawrence Erlbaum Associates

Other:

Artikkelkompendium tilgjengelig på Blackboard

Recommended literature

Course outline

- Summary/Review of public relations study to date
- Introduction to Public Relations campaign strategies
- Types of Campaigns
 - Public Communication Campaigns
 - Issues Campaigns
 - Marketing PR Campaigns
 - Internal Campaigns
 - Educational Campaigns
- Formative Resesarch
 - Analyzing the situation, the organizaition and the stakeholders
- Strategy
 - Establishing goals and objectives
 - Formulating strategies
 - Using effective communication
- Tactics
 - Choosing communication tactics
 - Implementing the plan
- Evaluating the Plan
- Writing a proposal

- Pitching the plan to the client

Computer-based tools

Students must have knowledge of basic Microsoft Office Programs. They must also be able to use the internet for research purposes.

Course structure

The first part of the course in the fall is based primarily on 36 hours of lecture and will introduce the students to the process of developing campaign strategies, including discussing the many different types of campaigns. Cases will be used to illustrate some campaigns, supplemented by guest lecturers. Some part of the class time will be spent discussing relevant media stories that are relevant to the course. Students are expected to be prepared to participate in discussion. Students in this course should at a minimum be familiar with the electronic newsletter Propaganda, <http://www.propaganda-as.no/>. In the second part of the course, the class will function as an agency, and student groups will develop a strategic communication campaign plan for a selected organization, issue, cause, etc. The lecturer will be in the role of supervisor for the student agencies. Class attendance is critical and students' participation spring semester will be evaluated as part of a peer review process. The number of agencies will depend on the size of the class. Students will work in groups of hopefully no more than 5. The class will use approximately 36 hours in the form of lectures from leading communication agencies with the remaining time spent on the project work.

INS 2403 is based on 2 semesters:

INS 2404 Public Relations Campaign Strategies part 1 - fall

INS 2405 Public Relations Campaign Strategies part 2 - spring

Evaluation

A final grade will be given upon completion of the entire course.

Part 1 fall semester - A written 3-hour pass/fail exam will be given at the end of the semester.

Part 2 Spring semester: Project work with client with following evaluations:

Various hand-in assignments	25 % (group grade)
Participation (including peer evaluation)	15 % (individual grade)
Oral presentation	20 % (5 % individual grade, 15 % points group grade)
Written proposal	40 % (group grade)

Evaluation code(s)

INS 24031 - Process Evaluation counts for 100 % of the total grade in INS2403 Public Relations Campaign Strategies, 15 credits.

Aids at the examination

All.

Makeup exam

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