



APPLIES TO ACADEMIC YEAR 2007/2008

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

Language of instruction

Norwegian

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:

Brinkmann, J.. 2007. Ubehagelig næringslivsetikk. Oslo: Unipub. Boka er en essaysamling som kommer ut i løpet av 2007

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

Fitzpatrick, K. and C. Bronstein. 2006. Ethics in public relations : responsible advocacy. Thousand Oaks: Sage

Hanson, H. I.. 1999. Information och moral. Göteborg: IHM forlag

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

Individual class participation/ individual presentation. Accounts for 20 % of the grade

Term paper, 1-3 persons (graded). Accounts for 40 % 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.