



APPLIES TO ACADEMIC YEAR 2008/2009

INS 2402 Ethics and PR

Program

Bachelor in Public Relations (2. year)

Responsible for the course

Johannes Brinkmann

Department

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

The overall purpose of the course is to enable the students to make well-informed and well-justified choices in professional ethical conflict situations which PR-practitioners are likely to face...

After completing the course, the students should...

- be able to describe and understand moral conflict situations as well as identify and justify alternative solutions
- have knowledge of and an understanding of necessary concepts, useful approaches and relevant theory as well as be able to apply them
- have acquired a well-reflected attitude towards the moral dimension of one's professional career, of one's professional role, of organisations which one either is a member of or works for and of business life in general
- have acquired a critical attitude towards other program courses and subjects

Prerequisites

None

Compulsory literature

Books:

Brinkmann, Johannes. 2008. Ubehagelig næringslivsetikk. Bodø: Licentia. Essay nr 8 samt noter er ikke pensum

Collection of articles:

Brinkmann, J.. 2008. Artikkelsamling. NB tekster der copyright-regler tillater det legges istf. ut på Blackboard

Recommended literature

Books:

Carson, Siri Granum og Norunn Kosberg. 2003. Etisk forretning: bedriftens samfunnsansvar. 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

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

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

Other:

Rakkenes, K. og J. Brinkmann. En kommentert samling av PR-etiske konfliktsituasjoner. Bokmanus in progress, forventet ferdig testversjon høsten 08

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

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 emphasizes presentation and discussion of typical moral conflict situations (cases) and includes lectures as a start of or debriefing of such casework, altogether 36hrs. Students are expected to be present at least at 75% of the sessions.

Evaluation

Process exam with the following activities and weighting:

Part 1 - Midterm knowledge test/exam (individual, graded). One hour and accounts for 30 % of the grade

Part 2 - Individual class participation/ individual presentations. Accounts for 10 % of the grade

Part 3 - Term paper, 1-3 persons, topic self-selected or proposed by the teacher, with work starting after the third session the latest, writing simultaneously with class work. Accounts for 60 % of the grade.

All parts of the exams (part 1, 2 and 3) must be passed to obtain final grade in the course.

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.