



APPLIES TO ACADEMIC YEAR 2008/2009

INS 2403 Public Relations Campaign Strategies

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Peggy S Brønn

Department

Term

According to study plan

ECTS Credits

15

Language of instruction

To be decided

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 study of PR at BI in order to develop a comprehensive communications campaign. Students will work in groups to research, plan, implement and evaluate a public relations strategy for a specific client. They will also make a formal presentation of the campaign to the client.

Objective

When finished with this course students will be able to create an integrated communications campaign that is designed either to inform, influence attitudes or to achieve a desired behavior. Specifically they will:

- Be able to integrate theory with practice in Public Relations.
- Be able to master independent learning.
- Develop knowledge of PR campaign planning and implementation.
- Develop their ability to work collaboratively in teams in the context of developing a PR campaign.
- Be engaged in informed critical and creative thinking.
- Develop research, planning and implementation skills in the context of a PR campaign.
- Develop understanding and competency in establishing and maintaining the client/customer relationship

Prerequisites

Students must have taken both INS2500 and MRK 2301 in order to be eligible to take this course.

Compulsory literature

Books:

Sayre, Shay. 2005. Campaign planner for integrated brand communications. 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 Research

- Analyzing the situation, the organization 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 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 many electronic sources of information available to them.

The second part of the course is based on lecture and independent learning. Student groups will develop a strategic communication campaign for a selected organization, issue, cause, etc. The final campaign will be presented to the client as a written proposal and in an oral presentation (pitch) to the client. The lecturer will act in the role of supervisor for the student agencies but students are expected to work independently to master the project. The number of groups will depend on the size of the class.

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 exam counting 5% of the overall grade 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 in class and peer evaluation)	10 % (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

Part 1 -- no aids allowed.

Part 2 -- all aids allowed.

Makeup exam

A re-sit is held at the next scheduled exam in the course. Students who miss the exam for Part I with a valid excuse will be given a make up in Spring semester. All others taking the new exam must take all parts of evaluation.