



APPLIES TO ACADEMIC YEAR 2009/2010

## INS 2402 Ethics and PR

### Programme

Bachelor in Public Relations (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Introduction

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 reading

#### 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 reading

#### 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. 2008. Ethics in public relations : a guide to best practice. 2nd ed. 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. A pass grade requires that students are present at least at 75% of the sessions.

**Examination**

Process exam with the following activities and weights:

Term paper work takes place simultaneously with class and readings (term paper: co-authored by 3, topic self-selected before the fourth class meeting.)

Part 1 - Term paper draft which accounts for 30% of the final grade, consisting of a max 1000 words literature review and a max 200 word personal justification of the topic choice (NB 1 personal justification for each co-author).

Part 2 - Term paper draft presentation in class, accounts for 10% of the final grade.

Part 3 - Term paper, final version, which accounts for 60 % of the final grade.

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

**Exam code(s)**

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

**Examination support materials**

Term paper: all

**Re-sit examination**

A re-sit is held in connection with the next scheduled exam in the course.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time autumn 2009. Re-sit exam will be offered every term from autumn 2010 even spring 2012.

**Additional information**