



APPLIES TO ACADEMIC YEAR 2009/2010

## INS 2500 Introduction to Public Relations

### Programme

Bachelor in Market Communication (2. year), Bachelor in Public Relations (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian and english

### Introduction

PR practitioners and managers play a key role in the success of organizations and the field of study is constantly evolving to reflect this importance. Today, PR is often referred to as corporate communication or organizational communication, but all have in common the goal of helping organizations build relationships with their stakeholders, including customers. The introductory PR course is designed to introduce theories and practical activities to students wishing to major in public relations. This course provides the foundation that will allow students to move on through more advanced courses within the public relations curricula. The course takes a broad look at public relations: its theory, the profession, its procedures and practice. It looks at the nature and scope of public relations, its historical origins, communication theory, organization theory and contemporary case studies. The course will also explore PR practice in non-profit organizations, membership organizations, sports clubs, etc.

### Objective

The objective of this course is to give students a thorough understanding of the management discipline of public relations; why it is important, its role within organizations, what are the basic public relations functions, the tools of public relations, and how it integrates with marketing communications.

### Prerequisites

No particular prerequisites

### Compulsory reading

#### Books:

Lattimore, D. L., Baskin, O. W., Heiman, S. T., and E. L. Toth. 2009. Public relations : the profession and the practice. 3rd ed. Boston : McGraw-Hill

#### Other:

Artikkelsamling, Blackboard

### Recommended reading

#### Books:

Bang, Tor og Anne Rød. 2003. Informasjon og samfunnskontakt: en innføring. Oslo: Abstrakt forlag

Harris, T.L.. 1998. Value-added public relations : the secret weapon of integrated marketing. Lincolnwood, Ill. : NTC/Contemporary books

Ihlen, Ø. and P. Robstad. 2004. Informasjon og samfunnskontakt : perspektiver og praksis. Bergen : Fagbokforlaget

Ledingham, J. A. og S. D. Bruning, ed.. 2000. Public relations as relationship management. Mahwah, N.J.: L. Erlbaum

Ries, A. and L. Ries. 2004. The fall of advertising and the rise of PR. New York : HarperPaperbacks

Stauber, J.C. og Sheldon Rampton. 1995. Toxic sludge is good for you: lies, damn lies and the public relations industry. Monroe, Maine : Common Courage Press

## **Course outline**

- The Role of Public Relations in Organizations
- The History of PR
- A Theoretical Basis for PR
- Ethics, Legal Environment and Professionalism
- The Planning Process
- Media Relations
- Internal/employee Communication
- Community relations
- Financial Relations
- Consumer Relations and Marketing
- Nonprofit Public Relations
- Public Affairs and Government Relations
- Corporate Public Relations
- Emerging Trends

## **Computer-based tools**

Students will need to access internet.

## **Course structure**

36 hours of lectures and group work. The lectures will focus on stimulating discussion and participation. Therefore during the first part of each class meeting students will be called on by name to discuss topics from the past week's media coverage, both locally and internationally. Students are therefore required to follow media events by reading, viewing or listening to appropriate media. Any topic covered in the discussion could form the basis for the case analysis. Cases from the book will also be used to supplement the lectures and student discussion on the case may replace traditional lecturing. Students are encouraged to subscribe to the e-mail newsletter [nyhetsbrev-svar@propaganda-as.no](mailto:nyhetsbrev-svar@propaganda-as.no). The language of the course and the examinations can be English.

## **Examination**

Final grade in the course is based on following activities and weighting:

Part 1 - One-hour mid-term exam: 20%

Part 2 - Case analysis (can be done in groups of up to 3): 30%

Part 3 - Three-hour final written examination 50%

## **Exam code(s)**

INS 25001 - Process evaluation counts for 100% of the final grade in the course INS 2500 Public Relations, 6 ECTS credits.

## **Examination support materials**

For the 3-hour written examination students are allowed to use a dictionary from english til native language.

## **Re-sit examination**

A re-sit is held at the next scheduled exam in the course. Students who miss the mid-term with a valid excuse will be given a make up in the same semester. Students not handing in the case or who miss the final exam without a valid excuse must retake 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**

Students in the PR and Communication Management program must take the course to which they are assigned, they may not take the course provided for the Marketing Communication students.