



APPLIES TO ACADEMIC YEAR 2009/2010

PRK 3406 Introduction to Public Relations

Programme

Bachelor in Public Relations (1. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

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.

Learning outcome

Acquired Knowledge:

A thorough understanding of the management discipline of public relations; its history, 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.

Specifically students will be knowledgeable in:

- the basic communication theories, models and terms for practical public relations or corporate communication.
- the basis of communication as a management function and as an instrument that helps organizations achieve their goals.
- how the media works.
- the basis for effective communication and how it is measured.
- issues management and organization's role in society.
- strategic communication planning process.

Acquired Skills:

Upon completion of this course students should, at a minimum, be able to:

- explain the basic theoretical foundations of PR
- recite the PR planning process
- identify the various stakeholders of the organization and explain their roles vis a vis different types of organizations
- explain how PR is practiced in different type of organizations such as private firms, non-profit organizations and governmental institutions
- outline the technological, organizational and global challenges in PR

Developed Reflection:

A general awareness of the importance of communication in building relationships that increase trust in an organization with its many stakeholders, which in turn impacts overall reputation.

Prerequisites

None.

Compulsory reading

Books:

Lattimore, Dan [et al.]. 2009. Public relations : the profession and the practice. 3rd ed. Boston : McGraw-Hill

Recommended reading**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

None required

Learning process and workload

Activity	Use of hours
Participate in lectures	39
Preparation for lectures	36
Case preparation	15
Presentations	5
Home work and reading	69
Exam preparation	36
Total use of hours recommended	200

Use of hours

Lectures: 39 timer
Presentation guidance 3
Case guidance 3

Examination

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

One-hour mid-term exam: 20%
Case analysis (can be done in groups of up to 3): 30%
Three-hour final written examination: 50%

A final grade will be given based on all components of the evaluation. It is possible to fail part of the evaluation and still receive a grade for the course.

Exam code(s)

PRK 34061 - Process evaluation, counts 100% to obtain final grade in PRK 3406 Introduction to Public Relations, 7,5 credits.

Examination support materials

One-hour mid-term exam - native language-English dictionary
Case - all allowed
Final written exam - native language-English dictionary.

Re-sit examination

A make-up exam for the mid-term will be given the same semester for those students who have a valid reason for missing the exam. No make-up will be given for either the case or the final exam. Students who continue will have to re-take the entire course.

Additional information

