



APPLIES TO ACADEMIC YEAR 2010/2011

## 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 work.
- the basis for effective communication and how it is measured.
- issues of 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-à-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
- Non-profit 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
Participation in lectures	39
Preparation for lectures	36
Case preparation	15
Presentations	5
Home work and reading	69
Exam preparation	36
<b>Total recommended use of hours</b>	<b>200</b>

**Use of hours**

Lectures: 39 timer  
 Presentation guidance 3  
 Case guidance 3

**Examination**

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

One-hour mid-term exam in class: 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.

**Examination code(s)**

PRK 34061 - Process evaluation accounts for 100% of the 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 re-sit exam for the mid-term will be given the same semester for those students who have a valid reason for missing the exam.( No re-sit will be given for either the case or the final exam.)

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

Students who are taking new exam must take the course all over including all parts of evaluation.

**Additional information**