



APPLIES TO ACADEMIC YEAR 2011/2012

## INS 2500 Introduction to Public Relations- RE-SIT EXAMINATION

### Programme

Re-sit examination

### Responsible for the course

Peggy S Brønn

### Department

Department of Communication - Culture and Languages

### 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**

A four-hours individual written exam concludes the course at the end of the semester.

### **Examination code(s)**

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

### **Examination support materials**

Dictionary from english til native language.

### **Re-sit examination**

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

### **Additional information**