



APPLIES TO ACADEMIC YEAR 2012/2013

PRK 3406 Introduction to Public Relations

Programme

Bachelor in Public Relations (1. year)

Responsible for the course

Peggy S Brønn

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

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.

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:

- Basic communication theories, models and terms for practical public relations or corporate communication.
- Basis of communication as a management function and as an instrument that helps organizations achieve their goals.
- How the media work.
- 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:

Wilcox, Dennis L..., Glenn T. Cameron. 2012. Public relations : strategies and tactics. 10th ed. Allyn & Bacon

Recommended reading**Books:**

Ihlen, Øyvind og Per Robstad. 2004. Informasjon & samfunnskontakt : perspektiver og praksis. Fagbokforlaget

Levine, M. 2008. Guerrilla P.R. 2.0 : wage an effective publicity campaign without going broke. Collins

Phillips, David and Philip Young. 2009. Online public relations : a practical guide to developing an online strategy in the world of social media. 2nd ed. Kogan Page

Ries, Al and Laura Ries. 2002. The fall of advertising and the rise of PR. HarperBusiness

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

Yale, David R. with Andrew J. Carothers. 2001. The publicity handbook : the inside scoop from more than 100 journalists and PR pros on how to get great publicity coverage : in print, online, and on the air. New ed. NTC Business Books

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 |
| Total recommended use of hours | 200 |

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): 40%

Three-hour final written examination: 40%

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.

Exam aids at written examinations are explained under exam information in our web-based
Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

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 the same semester.) Students not taking the final exam and who do not have a valid excuse will have to retake the entire course.

Additional information