



APPLIES TO ACADEMIC YEAR 2012/2013

## **PRK 3675 Bachelor thesis in Public Relations**

### **Programme**

Bachelor in Public Relations (3. year)

### **Responsible for the course**

Peggy S Brønn

### **Department**

Department of Communication - Culture and Languages

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

The thesis in PR and Communication Management is the capstone course in the Public Relations sequence. Students will learn the scientific approach in developing public relations campaigns in order to ensure informed decision-making grounded in empirical research. The thesis employs a theory to practice model and places emphasis on applied research. This entails developing a substantial professional thesis to demonstrate the level of knowledge and skill students have developed in their chosen field. The thesis will comprise a comprehensive communications campaign for a real-life client based on public relations research.

### **Learning outcome**

#### **Acquired Knowledge**

When finished with this course students will be able to demonstrate an ability to do original research specific for creating an integrated communications campaign that is designed either to inform, influence attitudes or to achieve a desired behavior.

#### **Acquired Skills**

Students will:

- Be able to choose and use appropriate basic analytical tools for professional projects
- Be able to integrate theory with practice in Public Relations.
- Develop research skills in the context of a PR campaign.
- Be able to master independent learning.
- Develop knowledge of PR campaign planning and implementation.
- Be engaged in informed critical and creative thinking.

#### **Reflection**

Students will understand that writing a successful dissertation can be challenging but at the same time it can also be a way for students to get deeper insight into applied research and bridge the gap between theory and practice.

### **Prerequisites**

Students must have taken all program courses in the PR and Communication Management Bachelor's program. Students must also have taken the courses in statistics and methodology.

### **Compulsory reading**

#### **Books:**

Smith, Ronald D. 2012. Strategic planning for public relations. 4th ed. Routledge  
Stacks, Don W. 2011. Primer of public relations research. 2nd ed. Guilford

### **Recommended reading**

#### **Books:**

Ruler, Betteke van, Ana Tkalac Verčič, Dejan Verčič, eds. 2007. Public relations metrics : research and evaluation. Routledge/Taylor and Francis  
Stacks, Don W. and David Michaelson. 2011. A practitioner's guide to public relations

research, measurement and evaluation. Business expert press

### Course outline

#### Computer-based tools

statistical program such as spss and any other tools necessary for doing qualitative or quantitative analyses

#### Learning process and workload

Students will work in groups of 3 to research and plan a public relations strategy. Students who write a thesis together must be in the same program. A formal presentation of the campaign to the client may also be requested. Clients may be chosen by the students themselves or from a list compiled by the course faculty. All clients must be approved by the faculty responsible for the course. The name of the client and the project name are due on November 1st.

Advisers will be assigned to the students by the dean of the program in cooperation with the program faculty. Students will receive 24 hours lecture on the campaign process and Public Relations research. [See also the guidelines for writing bachelor theses.](#)

In addition, they receive 8 hours group advising (seminars) with their thesis advisor. Oral presentations are included as part of the seminars. Students are also entitled to maximum 3 hours of personal guidance per thesis. The student is responsible for contacting the advisor for personal guidance.

Guidance is given during the regular thesis term.

| Activity                                          | Hours      |
|---------------------------------------------------|------------|
| Participation in introductory lecture             | 24         |
| Participation in library information              | 2          |
| Prepare for seminars                              | 40         |
| Prepare for part-deliverables during the semester | 80         |
| Participation in seminars 4 x 2 hours             | 8          |
| Work with project                                 | 243        |
| Individual advising                               | 3          |
| <b>Recommended use of hours</b>                   | <b>400</b> |

#### Use of hours

| Activities per course                 | Classroom | Time use |    |
|---------------------------------------|-----------|----------|----|
| Lectures                              | 24        |          | 24 |
| Seminars, 50 students and 2 seminars  | 32        |          | 32 |
| Individual advising                   |           |          |    |
| 3 advising hours = 1.5 resource hours |           |          |    |
| pr. thesis (16 theses)                |           | 27       | 27 |
| Framework for faculty resource use    | 56        | 27       | 83 |

#### Examination

Bachelor thesis to be submitted by a given deadline. Students who not have participated in the seminars can be called to do an oral presentation of the completed thesis.

#### Examination code(s)

PRK 36751 - Bachelor thesis, counts 100% of the grade in course PRK 3675 Bachelor thesis in Public Relations, 15 ECTS credits.

#### Examination support materials

All support materials allowed.

#### Re-sit examination

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

#### Additional information

