



APPLIES TO ACADEMIC YEAR 2013/2014

PRK 3406 Introduction to Public Relations

Programme

Bachelor of PR and Market Communication (1. year)

Responsible for the course

Tor Bang

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:

- 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, Michael. 2008. Guerrilla P.R. 2.0 : wage an effective publicity campaign without going broke. Collins
Phillips, David and Philip Young. 2013. Online public relations : a strategic approach. 3rd ed. Kogan Page
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

The class is taught in lectures, as well as case guidance. Students may approach lecturer for case guidance.

Recommended workload in hours

| Activity | Use of hours |
|---------------------------------------|--------------|
| Participation in lectures | 36 |
| Preparation for lectures | 36 |
| Developing term paper | 128 |
| Total recommended use of hours | 200 |

Use of hours

39 hours - Lectures

6 hours - Case guidance

45 hours Total

Examination

Students will write a term paper that will demonstrate their understanding of Public Relations (in groups up to 3 students). The term paper must show mastery of all material in the compulsory reading.

Examination code(s)

PRK 34061 Term paper, accounts 100 % of the final grade in PRK 3406 Introduction to Public Relations, 7,5 credits.

Examination support materials

All support materials allowed.

Re-sit examination

This course will be lectured for the last time autumn 2013. Re-sit exam will be offered autumn 2014 and last time spring 2015.

Additional information