



APPLIES TO ACADEMIC YEAR 2014/2015

PRK 3506 Introduction to Public Relations

Programme

Bachelor of PR and Market Communication (2. year)

Responsible for the course

Tor Bang

Department

Department of Communication and Culture

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

d Knowledge

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.

Acquire

A

Specific

ally 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. 2014. Public relations : strategies and tactics. 11h ed. Pearson

Recommended reading**Books:**

Ihlen, Øyvind. 2013. PR og strategisk kommunikasjon : teorier og fagidentitet. Universitetsforlaget

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
- Non-profit Public Relations
- Public Affairs and Government Relations
- Corporate Public Relations

Computer-based tools

None.

Learning process and workload

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

The

ended workload in hours:

Recomm

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

36 hours - Lectures

9 hours - Case guidance

45 hours Total

Examination

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

- 1) One-hour mid-term exam in class: 30 %
- 2) One Week Case analysis (can be done in groups of up to 3): 40 %
- 3) Three-hour final written examination: 30 %

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 35061 - Process evaluation accounts for 100 % of the final grade in PRK 3506 Introduction to PR, 7,5 credits.

Examination support materials

One-hour mid-term exam - none

Case analysis - all support materials

Three hours written exam - none

Re-sit examination

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

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

Additional information

