



**APPLIES TO ACADEMIC YEAR 2016/2017**

## **PRK 3506 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**

#### **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:

Brønn, Peggy S, Tor Bang og Øystein Bonvik. 2015. En innføring i PR. Fagbokforlaget

#### 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

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

Recommended workload in hours:

Participation in lectures	30
Preparation for lectures and presentations	60
Exam	1
Preparation for case	109
<b>Recommend hours</b>	<b>200</b>

#### Use of hours

30 hours - Lectures

15 hours - Case guidance, and guidance for presentations (Course responsible till assign resources for local processes according to local needs, based on number of students enrolled in program on the respective campuses.)

45 hours Total

**Examination**

This is a course with continuous assessment (several exam components) and one final exam code. Each exam component is graded by using points on a scale from 0-100. The components will be weighted together according to the information in the course description in order to calculate the final letter grade for the examination code (course). Students who fail to participate in one/some/all exam elements will get a lower grade or may fail the course. You will find detailed information about the point system and the cut off points with reference to the letter grades when the course start

- 1) A one-hour multiple choice exam half way into the term, 20 %
- 2) Four weeks' case analysis, group work up to three students, 60%
- 3) A case presentation, compulsory attendance; 20%

**Examination code(s)**

PRK 35061 - Process evaluation accounts for 100 % of the final grade in PRK 3506 Public Relations, 7,5 credits

**Examination support materials**

Individual multiple choice exam; not support material allowed  
Case analysis and presentation - any support materials allowed

**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**

Lecturer reserves the right to assign groups.