



## PUBLIC RELATIONS

<b>Course code</b>	<i>MNG229</i>
<b>Course title</b>	<i>Public Relations</i>
<b>Stage of study</b>	<i>Undergraduate</i>
<b>Department in charge</b>	<i>Undergraduate school</i>
<b>Type of course</b>	<i>Elective</i>
<b>Year of study</b>	<i>3<sup>rd</sup></i>
<b>Semester</b>	<i>Autumn</i>
<b>ECTS</b>	<i>6: 24 hours of theory, 24 hours of practice, 112 hours of self-study, 2 hours of consultations</i>
<b>Coordinating teacher</b>	<i>Dr. Nikolaj Ambrusevič; Martin Aubel</i>
<b>Study form</b>	<i>Full-time</i>
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>

### Course description

This Public Relations course represents a comprehensive introduction to the theories and practices of the public relations industry. The course traces the history and development of public relations, explores ethical issues which affect the industry and examines its relationship with politics, lobbying organizations and media. It combines theoretical and practical frameworks for studying public relations with examples of how the industry works in practice and draws on a range of promotional strategies and campaigns from businesses and consumer groups.

### Course Aim

The course is intended to provide core knowledge of public relations and develop necessary skills for planning and managing the communication process in a company that must operate in a global market. The course is going to equip students with a basic insight on strategic communication design, specificities and selection of relevant target groups, as well as the practical use of traditional and new media channels to reach those audiences. Upon completion of the course students will be familiar with working practices of press officers and PR agents; press releases and illustrations from a range of campaigns from multinational corporations, local government, small businesses, and charities; specifics of global PR, business ethics, on-line promotion and the challenges of new technology.

<b>Subject learning outcomes (SLO)</b>	<b>Study methods</b>	<b>Assessment methods</b>
SLO1. Understand the different approaches in the field of Public Relations (PR).	Lectures, seminars, self-study, group work	Examination, group assignments,
SLO2. Define differences between propaganda and PR	Lectures, seminars, self-study, group work	Examination, group assignments,
SLO3. Identify how the principles of PR work in different spheres	Lectures, seminars, self-study, group work	Examination, group assignments,
SLO4. Define how to use various tools of Public Relations	Lectures, seminars, group work	Examination, group assignments
SLO5. Understand the role of media communication in business	Lectures, seminars, self-study	Examination, group assignments
SLO6. Define and analyze the creation of Image and Reputation	Lectures, seminars, self-study, group work	Examination, group assignments,

### Quality assurance

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and/or group work, other assignment results, as well as by supply of learning materials to students.

### Cheating prevention

Variety of assignments for individual and group work reduces chances for plagiarism; cheating possibilities are prevented by having individual tasks/questions to inhibit any acts of dishonesty during exams.



#	TOPIC	CLASS HOURS		READINGS
		LECTURE	SEMINAR	
1	<b>Meaning of Public Relations.</b> Public relations origins. Public relations and organizational culture. Public relations theories. Corporate communication academic models. PR in a management context. PR and its core role in governance. Top-down, bottom-up communication.	2.0	2.0 CASES	[1] Parts 1, 2 [2] Parts 1, 2 [3] Part 1 [10] Part 1
2	<b>Internal and External Communication and PR.</b> Employees as ambassadors. Privacy and confidentiality. Change development plans. Fairness and flexibility. Public relations specialism. Corporate image. Image and branding. Corporate identity. Substance and style. Reputation.	2.0	2.0 CASES	[1] Parts 1, 2, 3 [2] Parts 3, 4 [3] Part 2 [10] Part 2
3	<b>Media Relations.</b> Mass communication. Public affairs. Message modelling. Conceptual authenticity. Integrated marketing communications. Customer relations. B2B relations. WEB analysis and evaluation.	2.0	2.0 CASES	[1] Part 3 [2] Parts 5, 6 [3] Part 3
4	<b>Public Relations Research Methods.</b> Balanced Scorecard. Narrative methods. Intertextuality analysis. Ethical evaluation.	2.0	2.0 CASES	[1] Part 2 [2] Parts 7, 8 [3] Part 2 [10] Part 3
5	<b>Global Public Relations.</b> Comparative cultural metrics. Structural comparison. The state of the PR profession in various world regions.	2.0	2.0 CASES	[1] Part 1 [2] Parts 1, 2, 3 [10] Part 5
6	<b>Strategic Planning for Public Relations.</b> Formative research. Situation, organization and publics analysis. Strategy. Establishing goals and objectives. Formulation actions and response strategies. Using effective communication. Tactics. Choosing communication tactics and implementing strategic plan. Evaluating the strategic plan.	2.0	2.0	[1] Part 2 [5] Parts 1-4
7	<b>Midterm</b>	2.0	2.0	
8	<b>Personal Communication Skills for Public Relations.</b> Communications quotient analysis. Making your communications brand-friendly. Adapting the message to the network. Managing the network. Managing the environment for the communications.	2.0	2.0 CASES	[6] Parts 2, 5, 7, 8, 9, 10, 12
9	<b>Writing Skills for Public Relations.</b> Organisation's style analysis. Making headlines. Writing for the press. Technical editing. Principles of presentation. Writing for the web. Dealing with trademarks.	2.0	2.0 CASES	[7] Parts 1, 7, 10, 17, 18, 21
10	<b>Public Relations in Business Environment.</b> Stakeholders expectations. Stakeholder mapping. Messages for internal community. Impact on corporate reputation. Monitoring and evaluation.	2.0	2.0 CASES	[8] Parts 2; 4, 6
11	<b>Moral Distinctions in Public Relations.</b> The media and morality. Ethical theory. Journalistic truth. Truth in advertising and public relations. A checklist for ethical decision making.	2.0	2.0 CASES	[9] Parts 1, 4, 5, 7 [10] Part 2
12	<b>Different Aspects of Public Relations.</b> Relationship within communities. Educational public relations. Political power through public relations. Public relations in cyberspace. Non-government organisations and pressure groups. Celebrity public relations.	2.0	2.0 CASES	[1] Parts 4 [2] Part 6 [9] Part 9 [10] Parts 3, 4
	<b>TOTAL</b>	<b>24</b>	<b>24</b>	

**Note: The instructor reserves the right to make certain changes in this syllabus if the need arises.**



## Course assignments and evaluation

Type of assignment	Topics	Total hrs.	Contribution towards final course grade, %
Case study assignment (written group assignment + presentation)	Pegged to week	21	20%
Midterm	1-6	35	30%
Final examination	1-12	35	50%
<b>Total:</b>		<b>112</b>	<b>100%</b>

### Explanation of assignments

#### Case study assignment

For the seminar assignment students are asked to develop their own communication campaign in response to a real life tender request of a public or private organization. To perform the task, students are going to work in groups and deliver their ideas in form of a minimum 10-page proposal document. The finalized proposal should adhere to the particularities of the requested services from the provided tender document, as well as it should apply theoretical insight from the course lectures. In the second half of the semester the ideas are "pitched" in group presentations.

The evaluation will be based on **content** (e.g. *the extent to which the proposed communication services are grounded in theory*), **form** (e.g. *the extent to which the proposed communication services reflect the structure of the tender request*) and **creativity** (e.g. *the extent to which – within the confines of content and form – knowledge is applied and connected in new ways in order to craft a "selling" proposal*), and lastly, the **presentation**. The written assignment accounts for 60% of the grade, the presentation accounts for the remaining 40%.

Overall, the seminar assignment will constitute 20% of the final course evaluation.

#### Midterm

Students will have to answer a set of open questions and a multiple-choice test, covering the content of the first six topics. This will constitute 30% of the final course evaluation.

#### Final examination

This is a comprehensive final exam covering class topics from 1 to 12. Exam form: written multiple-choice and open questions.

Exam consultations are provided during the regular class discussion sessions. The final examination account for 50% of the final grade. Previous assignment grades remain and cannot be made up for or changed.

#### Note that:

The final grade is computed using accumulative formula. **Insufficient grades are not included to the final grade.** If the final grade is insufficient, the student might be allowed to retake the exam during the exam retake session. **The retake will substitute the final exam grade.**

**Attendance and active participation** during the classes and seminars might contribute max. 1.5 points to the final evaluation.

#### Main Literature

1. Tench, Ralph. Yeomans, Liz. Exploring Public Relations. Harlow, UK: Pearson Education Limited, 2014.
2. Sandra Oliver. Public Relations Strategy. Second Edition. London and Philadelphia: Kogan Page, 2007.
3. Alison Theaker. The Public Relations Handbook. Second Edition. London and New York: Routledge, 2004.

#### Further Reading

4. Alan R. Freitag, Ashli Quesinberry Stokes. Global Public Relations. Spanning borders, spanning cultures. London and New York: Routledge, 2009.
5. Ronald D. Smith. Strategic Planning for Public Relations. London and New Jersey: Lawrence Erlbaum Associates, 2005.
6. Andy Green. Effective Personal Communication Skills for Public Relations. London and Philadelphia: Kogan Page, 2006.
7. John Foster. Effective Writing Skills for Public Relations. Fourth Edition. London and Philadelphia: Kogan Page, 2009.
8. Russell Lawson. The PR Buzz Factor. How Using Public Relations Can Boost Your Business. London and Philadelphia: Kogan Page, 2006.
9. Thomas H. Bivins. Mixed Media. Moral Distinctions in Advertising, Public Relations and Journalism. London and Philadelphia: Kogan Page, 2004.
10. Robert L. Heath. Handbook of Public Relations. London and New Delhi: Sage Publications., 2001.



11. Krishnamurthy Sriramesh and Dejan Verčič. The Global Public Relations Handbook. London and New Jersey: Lawrence Erlbaum Associates, 2003.

Notes: For all classes the ethical conduct of ISM is valid and shall be kept upright at all times. Announced readings are obligatory and can be exam relevant. For consultation hours individual appointments shall be organized with the lecturer. Active participation grades are given exactly for that and nothing else and the full grading scale from 1 until 10 will be applied accordingly. Questions are content for seminar sessions and shall not be taking additional time after lectures unless in exceptional cases. E-mails have to be in a respectful way, goal oriented and absolutely necessary. The teacher reserves the right to make changes to the syllabus according to the class' needs and didactical reasoning. All participants oblige themselves to interact in the class in a respectful and constructive way. In case mails do not fulfill the criteria of respectful communication an adequate communication for each a malus of minus 0,1 will be applied to the final grade. The course is intended to give an overview and introduction to organized and strategic individual and corporate communication topics.