

DEREE COLLEGE SYLLABUS FOR: CN 2103 INTRODUCTION TO PUBLIC RELATIONS									
(Previously CN 2203 Introduction to Public Relations)									
(Updated Summer 2022)									
US CREDITS: 3/0/3 UK LEVEL: 4 UK CREDITS: 15									
PREREQUISITES:	WP 1010 Introduction to Academic Writing								
CATALOG DESCRIPTION:	Introduction to public relations through the exploration of the evolution of key concepts, theories and practices relevant to the field. Understanding public relations strategies and practices.								
RATIONALE:	This course provides students with an understanding of how public relations professionals build and maintain relationships with key publics and stakeholders in a variety of settings. It thus prepares students for more advanced courses in the public relations area.								
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. Define public relations and understand how practitioners deal with problems and opportunities. 2. Comprehend the role of public relations as a management function of corporate, government and non-governmental organizations. 3. Explain the essential elements of the public relations process in real world case studies. 4. Apply the process of developing a PR plan for primary publics such as employees, consumers and media to meet different communication and organizational goals. 								
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Classes consist of lectures, class discussions, video presentations, problem-solving sessions. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material. ➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 								
ASSESSMENT:	<p>Formative</p> <table border="1" style="width: 100%;"> <tr> <td>Tests</td> <td style="text-align: center;">0</td> </tr> <tr> <td> </td> <td> </td> </tr> </table> <p>Summative</p> <table border="1" style="width: 100%;"> <tr> <td>First assessment: research paper (1800-2000 words)</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Second assessment: final exam (2 hours)</td> <td style="text-align: center;">60</td> </tr> </table> <p>(The formative assessment (Tests) aims at evaluating students' comprehension of key terms and concepts of public relations.)</p> <p>The first assessment (research paper) tests Learning Outcomes 1 and 2. The second assessment (final exam) tests Learning Outcomes 1, 3, and 4.</p>	Tests	0			First assessment: research paper (1800-2000 words)	40	Second assessment: final exam (2 hours)	60
Tests	0								
First assessment: research paper (1800-2000 words)	40								
Second assessment: final exam (2 hours)	60								

	<p>Students are required to resit failed assessments in this module.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Page, Janis Teruggi; Parnell, Lawrence J. <i>Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication</i>, 1stEd., SAGE Publications, 2018.</p> <p>RECOMMENDED READING:</p> <p>Alaimo, Kara. <i>Pitch, Tweet, or Engage on the Street:How to Practice Global Public Relations and Strategic Communication</i>, 1st Ed., Routledge, 2016.</p> <p>Center, Allen H.; Jackson, Patrick; Smith, Stacey; Stansberry, Frank. <i>Public Relations Practices</i>, 8th Ed., Prentice Hall, 2012.</p> <p>Cutlip, Scott M.; Center, Allen H.; Broom, Glen M. <i>Effective Public Relations</i> 11th Ed., Pearson, 2012.</p> <p>Guth, David; Marsh, Charles. <i>Revel for Public Relations: A Values Driven Approach</i>, 6th Ed., Pearson, 2017.</p> <p>Hayes, Darrell; Hendrix, Jerry; Kumar, Pallavi. <i>Public Relations Cases</i>, 9th Ed., Wadsworth, Cengage Learning, 2013.</p> <p>Seitel, Fraser. <i>The Practice of Public Relations</i>, 13th Ed., 2017.</p> <p>Tench, Ralph; Yeomans, Liz. <i>Exploring Public Relations</i>, 3rd Ed., Prentice Hall, 2017.</p> <p>Wilcox, Dennis L. <i>Public Relations Strategies and Tactics</i>. 11th Ed., Pearson, 2015.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>All assignments in English</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word document</p>

<p>WWW RESOURCES:</p>	<p>https://2012books.lardbucket.org/books/public-relations/ http://lib.oup.com.au/he/PR/samples/sheehan_prcamp2e_sample.pdf https://www.sciencedirect.com/science/article/abs/pii/S0363811116301369 http://network.bepress.com/social-and-behavioral-sciences/communication/public-relations-and-advertising/ https://www.prdaily.com/ www.prsa.org www.prssa.org www.prmuseum.com www.prfirms.org www.iabc.com https://www.businesscommunication.org/page/jbc https://www.journals.elsevier.com/public-relations-review https://www.prnewswire.com/</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Understanding Public Relations <ol style="list-style-type: none"> 1.1. Strategic Public Relations: A Constantly Evolving Discipline 1.2. The History of Modern Public Relations: Public Relations Pioneers 1.3. Ethics and Law in Public Relations 1.4. Foundations of Public Relations: Research and Theory 2. Foundations of Strategic Planning in Strategic Public Relations <ol style="list-style-type: none"> 2.1. Research 2.2. Theories 2.3. Objectives 2.4. Programming 2.5. Evaluation 2.6. Stewardship 3. Practicing Public Relations in a Socially Responsible World - Public Relations Tactics <ol style="list-style-type: none"> 3.1. Public Relations Writing: Persuasive and Audience-Focused 3.2. Public Relations Writing Strategy and Style – Generating Content: Public Relations Writing Essentials 4. Media Relations in a Digital World <ol style="list-style-type: none"> 4.1. The News Media Today 4.2. Media Relations Practice 4.3. Media Monitoring 4.4. Social Media and Emerging Technologies 5. General Practice Areas <ol style="list-style-type: none"> 5.1. Employee Relations, Corporate Culture, and Social Responsibility 5.2. Corporate Communication and Reputation 5.3. Issues Management and Crisis Communication 5.4. Sports, Tourism, and Entertainment 5.5. Non-profit, Health, Education, and Grassroots Organizations

	5.6. Public Affairs, Government Relations, and Political Communications 5.7. International Public Relations
--	--