

DEREE COLLEGE SYLLABUS FOR: CN 2103 INTRODUCTION TO PUBLIC RELATIONS									
<p style="text-align: right;">Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: 4 UK CREDITS: 15</p> <p>(Updated: Fall 2025)</p>									
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>Summative:</p> <table border="1"> <tr> <td>Research paper (1800-2000 words)</td><td style="text-align: center;">40</td></tr> <tr> <td>Final examination (2 hours)</td><td style="text-align: center;">60</td></tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Tests:</td><td style="text-align: center;">0</td></tr> <tr> <td> </td><td> </td></tr> </table> <p>The formative assessment (Tests) aims at evaluating students' comprehension of key terms and concepts of Public Relations. The research paper tests Learning Outcomes 1 and 2 The final examination tests Learning Outcomes 1, 3, and 4</p> <p>Students are required to resit failed assessments in this module.</p>	Research paper (1800-2000 words)	40	Final examination (2 hours)	60	Tests:	0		
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Final examination (2 hours)	60								
Tests:	0								

<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>O'Donnell Aoife. <i>Public Relations and Communications. From Theory to Practice</i></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>Brunner, R. Brigitta (Editor). <i>Public Relations Theory: Application and Understanding</i>. Wiley-Blackwell, 2019</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>Eggensperger, Jim & Salvatore, Jeanne. <i>Strategic Public Relations Writing Proven Tactics and Techniques</i>. Routledge, Taylor Francis Group. 2022</p> <p>Hayes, Darrell; Hendrix, Jerry; Kumar, Pallavi. <i>Public Relations Cases</i>, 9th Ed., Wadsworth, Cengage Learning, 2013.</p> <p>Page, Janis Teruggi; Parnell, Lawrence J. <i>Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication</i>, 1st Ed., SAGE Publications, 2018.</p> <p>Seitel, Fraser. <i>The Practice of Public Relations</i>, 13th Ed., 2017.</p> <p>Shin, Jae Hwa, and Heath, Robert, Public Relations Theory, Capabilities, Competencies. Willey-Blackwell. 2020</p> <p>Swann, Patricia. Cases in Public Relations Management. The Rise of Social Media and Activism. (3rd ed.). Routledge Taylor Francis Group. 2020</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>

COMMUNICATION REQUIREMENTS:	All assignments in English
SOFTWARE REQUIREMENTS:	Word document
WWW RESOURCES:	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/
INDICATIVE CONTENT	<ol style="list-style-type: none"> 1. The History of Public Relations <ol style="list-style-type: none"> 1.1. Public Relations in Action 1.2. What is Public Relations 1.3. The History of PR 2. The Theory of PR <ol style="list-style-type: none"> 2.1. Systems Theory 2.2. Rhetorical Theory 2.3. Aesthetic Rhetorical Theory 2.4. Social Rhetorical Theory 2.5. Modernism and Postmodernism 2.6. Communication's Theory 2.7. The evolution of media 3. Ethics <ol style="list-style-type: none"> 3.1. The role of Ethics in PR and Ethical Theories 3.2. Utilitarian Theory 3.3. Deontology 3.4. Professional Codes of Conduct (The Code of Lisbon, the Code of Athens) 3.5. Code of Professional Practice for Public Affairs & Lobbying 4. Public Relations and Related Disciplines <ol style="list-style-type: none"> 4.1. Public Relations and Advertising 4.2. Public Relations and Marketing 4.3. PR: Publics and Stakeholders 4.4. Categories of PR 5. Corporate Communications by Mark Campbell <ol style="list-style-type: none"> 5.1. Corporate Structures and Corporate Communications 5.2. Culture 5.3. Structures 5.4. Corporate Identities

	<ul style="list-style-type: none"> 5.5. Corporate Reputation 5.6. Corporate Image 6. Sustainable Public Relations <ul style="list-style-type: none"> 6.1. Corporate Social Responsibility 6.2. Theory of CSR 6.3. Types of CSR 6.4. From CSR to ESG 7. Crisis Communications <ul style="list-style-type: none"> 7.1. Crisis Communication Theories 7.2. Risk 7.3. Crisis Communication Planning 8. PR for Business <ul style="list-style-type: none"> 8.1. Consumer PR 8.2. Other PR categories 9. Public Affairs and Political Communications <ul style="list-style-type: none"> 9.1. Public Affairs 9.2. Political Campaigning 9.4. Building a Campaign Strategy 9.5. Political Media 10. The Roles of PR Practitioners <ul style="list-style-type: none"> 10.1. In House PR 10.2. PR Consultancy 10.3. PR Agencies 10.4. Other PR roles: Freelance and Publicity. 11. Developing a PR Strategy <ul style="list-style-type: none"> 11.1. The Strategy 11.2. Research 11.3. Action and Planning 11.4. Communication 11.5. Evaluation 12. Content Creation <ul style="list-style-type: none"> 12.1 Introduction – Content and Angles 12.2. Examples of Content Creation 12.3. Tools and Tactics of Content Creation 13. Pitching for Business <ul style="list-style-type: none"> 13.1. The Business Pitch Process 13.2. Structure and Content 13.3. Visual Aids 13.4. The pitch team 13.5. What makes a winning business Pitch 14. Media Relations <ul style="list-style-type: none"> 14.1. Media Strategy 14.2. The media pitch and preparation for media interviews 14.3. Key messages 14.4. Media angle 14.5. Relationships with Journalists 15. The Post Truth Era
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