

DEREE COLLEGE SYLLABUS FOR: CN 2203 INTRODUCTION TO PUBLIC RELATIONS

(Previously CN 2203 Fundamentals of Public Relations)
(Updated: Fall 2020)

US CREDITS: 3/0/3**UK LEVEL: 5****UK CREDITS: 15****PREREQUISITES:**

WP 1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing and Ethics

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:

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:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- 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:**Formative**

Tests	0

Summative

First assessment: research paper (1800-2000 words)	40
Second assessment: final exam (2 hours)	60

(The formative assessment (Tests) aims at evaluating students' comprehension of key terms and concepts of public relations.)

The first assessment (research paper) tests Learning Outcomes 1 and 2.

The second assessment (final exam) tests Learning Outcomes 1, 3, and 4.

	Students are required to resit failed assessments in this module.
INDICATIVE READING:	<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>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<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_prcomp2e_sample.pdf https://www.sciencedirect.com/science/article/abs/pii/S036381116301369 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. 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

	<p>5.6. Public Affairs, Government Relations, and Political Communications</p> <p>5.7. International Public Relations</p>
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