

<b>DEREE COLLEGE SYLLABUS FOR:</b>	
<b>MG 4266 PUBLIC RELATIONS</b> <b>(Same as MK 4266)</b>  (Revised: Spring 2015)	
<b>UK LEVEL: 6</b> <b>UK CREDITS: 15</b> <b>US CREDITS: 3/0/3</b>	
<b>PREREQUISITES:</b>	MG 2003 Management Principles or MG 3034 Managing People and Organizations MK 2030 Fundamentals of Marketing
<b>CATALOG DESCRIPTION:</b>	Principles, practices, and theories of public relations. Methodology of identifying problem areas, public issues, target publics. Campaign planning and implementation as part of integrated marketing communications. Corporate image, public opinion, crisis management, risk communication theories and practice. Use of writing tools, staged events and news conferences to create publicity. <i>MG/MK 4266 is the only course that meets the concentration requirement for Management or Marketing. Students will receive general education elective credits for CN 2303 provided they have not received credit for MG/MK 4266.</i>
<b>RATIONALE:</b>	This course is designed for students interested in studying the thinking involved in communication on behalf of an organization to significant publics and the practice of its application. It is essential for students planning to enter management or marketing positions that will require a variety of communications tasks with diverse audiences and stakeholders of an organization. It incorporates concepts from other business and non-business courses since communication is a strongly oriented human activity. The business environment is evolving at incredible speed and the successful business organization must know how to identify, adapt to, and plan according to changes. The course integrates emerging concepts and trends in information technology.
<b>LEARNING OUTCOMES:</b>	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> <li>1. Analyze the communication issues behind a public relation campaign and apply relevant theoretical frameworks of strategy analysis, formulation, implementation/execution and evaluation to a variety of business organizations and industry contexts. (analysis and application)</li> <li>2. Analyze and discuss key issues related to a range of Public Relations challenges related to internal and external publics. (analysis and comprehension)</li> <li>3. Relate the main functions of Public Relations as communication management and the knowledge gained in other business modules to formulate a PR program (evaluation and synthesis)</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the learning and teaching strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>• Classes consist of lectures, case studies, short assignments on public relations issues, and in-class discussion of related material.</li> <li>• Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course content.</li> <li>• Use of the Blackboard learning platform: in order to enhance the teaching and learning process, instructors may use the site to post their announcements, upload related course material, lecture notes, assignment instructions and additional resources.</li> </ul>

<p><b>ASSESSMENT:</b></p>	<p>Summative:</p> <table border="1" data-bbox="600 136 1341 199"> <tr> <td>Written Project –Individual; 1,800-2,200 words</td><td>40%</td></tr> <tr> <td>Final Examination – 2 hour, essay type</td><td>60%</td></tr> </table> <p>Formative:</p> <table border="1" data-bbox="600 256 1341 319"> <tr> <td>Case studies, short assignments on public relations issues, in class discussions</td><td>0%</td></tr> </table> <p>The formative coursework (case studies, short assignments on public relations issues, in class discussions) aims to prepare students for the written project and for the final examination.</p> <p>The written project tests learning outcome 1.</p> <p>The final examination tests learning outcomes 2 and 3.</p>	Written Project –Individual; 1,800-2,200 words	40%	Final Examination – 2 hour, essay type	60%	Case studies, short assignments on public relations issues, in class discussions	0%
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Final Examination – 2 hour, essay type	60%						
Case studies, short assignments on public relations issues, in class discussions	0%						
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <p>Wilcox, Ault, Agee, and Cameron. <u>Public Relations: Strategies and Tactics</u>. Allyn &amp; Bacon Longman, latest edition.</p> <p><b>RECOMMENDED READING:</b></p> <p>Curtin, Patricia, and Gaither, T. Kenn, <u>International Public Relations Negotiating Culture, Identity, and Power</u>, SAGE Publications, latest edition.</p> <p><b>Additional current readings are suggested throughout the semester.</b></p> <p><b>Classic material for further reading.</b></p> <ul style="list-style-type: none"> <li>▪ Dan Berkowitz and Ilias Hristodoulakis. “Practitioner Roles, Public relations education, and Professional Socialization: An Exploratory Study.” <u>Journal of Public Relations Research</u> Vol. 11 no. 1 (1999), pp. 91-103.</li> <li>▪ Smith, Brian and Jessica Navarro. “Integrating Public Relations Education? An analysis of educator perceptions of integrated communication pedagogy.” <u>International Journal of Integrated marketing Communication</u> (Fall 2014)</li> <li>▪ Shipman, Matt. “Public relations as science communication.” <u>Journal of Science Communication</u> 13(03) 2014</li> <li>▪ Meng, Berger, Gower and Heyman. “A Test of excellent Leadership in Public relations: Key Qualities, Valuable Sources, and Distinctive Leadership Perceptions.” <u>Journal of Public Relations Research</u> Vol. 24, 18-36, 2012</li> <li>▪ Ines Milohnic. “How to Increase the Competitive Advantages of Small Hotels: Measuring the Effects of Public Relations” <u>International Journal of Economic Perspectives</u> Vol. 6, Issue 4, 2012, 5-17.</li> <li>▪ John J. Pauly and Liese L. Hutchison. “Moral Fables of Public Relations Practice: The Tylenol and Exxon Valdez Cases.” <u>Journal of Mass Media Ethics</u>, Vol. 20(4), 231–249, 2005</li> <li>▪ Josh Greenberg and Charlene Elliott. “A Cold Cut Crisis: Listeriosis, Maple Leaf Foods, and the Politics of Apology.” <u>Canadian Journal of Communication</u>, Vol. 34 (2009) 189-204, 2009</li> </ul>						

	<ul style="list-style-type: none"> <li>▪ Sherry J. Holladay. “Crisis Communication Strategies in the Media Coverage of Chemical Accidents.” <u>Journal of Public Relations Research</u>, Vol. 21(2):208–217, 2009</li> <li>▪ Karen Mishra, Lois Boynton, and Aneil Mishra.”Driving Employee Engagement: The Expanded Role of Internal Communications.” <u>International Journal of Business Communication</u> Vol. 51(2) 183–202, 2014</li> <li>▪ Colley, Kay L. “Best Practices for Community Relations: Case Study of the Hispanic Wellness Fair.” <u>Texas Wesleyan University Southwestern Mass Communication Journal</u>. Vol. 27 Issue 3, p1-24, 2012</li> <li>▪ Sandra Duhé. “Public Relations and New Media —Advocacy, Alliances, and Assessments.” <u>Global Media Journal</u> -- Canadian Edition, Volume 5, Issue 2, pp. 1-4, 2012</li> </ul> <p>JOURNALS:</p> <p>Journal of Public Relations Research</p> <p>International Journal of Integrated Marketing Communication</p> <p>Canadian Journal of Communication</p> <p>International Journal of Business Communication</p> <p>Global Media Journal</p>
<b>INDICATIVE MATERIAL:</b> N/A (e.g. audiovisual, digital material, etc.)	<p><b>REQUIRED MATERIAL:</b></p> <p><b>RECOMMENDED MATERIAL:</b></p>
<b>COMMUNICATION REQUIREMENTS:</b>	Written work must be word-processed and presented using proper English. In-class oral communication requires the use of proper English and speech skills.
<b>SOFTWARE REQUIREMENTS:</b>	Microsoft Office: Word, PowerPoint, Excel
<b>WWW RESOURCES:</b>	<a href="http://www.aejmc.sc.edu/online/home.html">www.aejmc.sc.edu/online/home.html</a> <a href="http://www.dwjtv.com">www.dwjtv.com</a> <a href="http://www.crisis-mgmt.com">www.crisis-mgmt.com</a> <a href="http://www.iabc.com">www.iabc.com</a> <a href="http://www.medialingworldwide.com">www.medialingworldwide.com</a> <a href="http://www.prsa.org">www.prsa.org</a> <a href="http://www.cprsa.org">www.cprsa.org</a> <a href="http://www.delahaye.com">www.delahaye.com</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The Public Relations Domain <ol style="list-style-type: none"> <li>1.1 What is public relations?</li> <li>1.2 Origins, evolution, growth</li> <li>1.3 Publics, public opinion, persuasion</li> <li>1.4 Ethics</li> <li>1.5 Legal considerations</li> </ol> </li> <li>2. The Public Relations Process <ol style="list-style-type: none"> <li>2.1 Research and evaluation</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>2.2 Planning, management and budgeting</li> <li>2.3 Communication</li> <li>2.4 Issues management, crisis management, risk communication</li> </ul>
	<ul style="list-style-type: none"> <li>3. The Tools and Tactics of Public Relations <ul style="list-style-type: none"> <li>3.1 Written tools</li> <li>3.2 Speeches, interviews, presentations</li> <li>3.3 Events, promotion, sponsorship</li> <li>3.4 Electronic media and the Net</li> <li>3.5 Media relations and publicity</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>4. The Publics <ul style="list-style-type: none"> <li>4.1 Integrated marketing communications; consumers</li> <li>4.2 Internal publics, employees, suppliers</li> <li>4.3 Community relations</li> <li>4.4 Investor relations</li> <li>4.4 Political and government relations</li> <li>4.5 Non-profit organizations; fund-raising</li> </ul> </li> </ul>