Faculty of Business Studies

Course Syllabus

Course Code : **IKB03**

Course Title : **PRINCIPLES OF PUBLIC RELATIONS**

Course Specification : For students in first semester

Course Overview:

The study design to help to understand the nature of Public Relations working process. The topic ranges from introduction to Public Relations process as well Public Relations at work place. The courses also enlighten the ties between Public Relations with Marketing, Advertising and Mass communication.

Course Objectives:

Students are expected to achieve the following:

1. To define Public Relations
2. Understand the uses of Public Relations in different fields
3. Understand the structure of Public Relations both in consultancies and in – house
4. Describe and explain the methods of research
5. Understand the importance of communicating with internal public in Public Relations work
6. Understand the uses of technology and internet in Public Relations work
7. To prepare a good and professional presentation

Course Method: The course consists of lectures, presentations, assignments, and paper submission. It is expected that every student will regularly attend classes and participate in class discussion. An electronic Study Guide accompanies the course; additional readings will be assigned to the students on a per session basis. A Field trip activity might be one of the activities during the semester in facilitating students with knowledge on how the media working and the role of media for Public Relations.

- Each chapter will be discussed every week, accompanied by class discussion or class work.
- For some chapters, will be equipped by some case study, or some website (web link) as study guide's reference.
- Every meeting should have any discussion for each chapter, or discussion for the case study.

Grading System:

Course Evaluation

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Assignments & Reports/Presentations	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. Course grades on the student's result card (KHS) are stated as alphabetical symbol with the following qualification:

GRADE:

90-100	A	4.00
95-89.99	A-	3.70
80-84.99	B+	3.30
78-79.99	B	3.00
70-74.99	B-	2.70
70-74.99	C+	2.30
65-69.99	C	2.00
50-59.99	C-	1.70
40-49.99	D	1.00
< 40	E	0

SCHEME OF WORK

Session	Title/Topic	Pointer (PowerPoint)	Activities
I	Introduction the Subject: Introduction to Public Relations	Class Regulation Communication Process Introduction to PR PR is global Industry and Communication discipline Simple purpose of PR	Discussion of: Unit aims and objectives scheme of work Class activities
II	Topic 1- The Nature of Public Relations	Understanding PR (PR definition, PR transfer process, Propaganda, The connection between PR – Marketing – Advertising) The Uses of PR (PR function at work) The role of PR in a crisis situation (action, do's and don'ts) The structure of PR (The PR structure in the organization, PR internal and External)	Lectures and theory classes Case study Quiz (Course work 1)
III	Topic 2 - The Publics of PR	Definition 6 generics publics of PR Differences and connection	Lectures Class discussion Group assignment

		between publics - target audience – target market	
IV	The Operating Environment of PR	SWOT and PESTLE analysis	Lectures Case study
IV	Topic 3 - Statutory Law and Voluntary Codes	Definition and examples Copyright, patent, trademark, brand logo, plagiarism Definition of libel and slander Codes of Conduct	Lectures and theory Case studies Field Trip to Media – Study on How the media working
V	Review	Chapter 1-4	Preparing for the mid test – Quiz 2
VI	MID TEST	Topic 1 to 4	Writing test
VII	TOPIC 4 - Research	Methods of research (primary, secondary, qualitative, quantitative) Source and methods of collecting data Description of research methods ad-hoc research continuous or tracking research omnibus research focus group CATS	Lectures and Theory Discussion
VIII	TOPIC 5- Public Relations Miscellaneous	Public Relations Own Media Audio visual presentation aids In-house publications (house journal, annual report, corporate brochure, educational literature) Photography in PR 4 different types of photographer 5 different occasions when a photographer might be used 5 different items of information should be given to photographer Photo-caption definition and purpose	Lectures and theory class Sharing case study
IX	TOPIC 6- Technology and Internet	Technology and IT The uses of technology for PR (mobile telephones, palm computer, satellite television, video conferencing, CCTV, computers and computer software). Definition and uses of Desktop Publishing for PR The Internet and the World Wide Web Definition of Internet and the World Wide Web	Lectures and theory class Sharing case study

		5 uses of the Internet for PR Uses of search engine for PR (search information, register and use of meta-tag) 5 major elements of information on PR web.	
X	TOPIC 7 - Professional Development	Making a presentation Types of presentation Various sources of information 5 stages needed in preparing a presentation Professional grooming (personal appearance, body language, voice tone, language, slang, jargon, technical terms, mannerism, use of humour) Organising and Managing Effective Meetings Definition of: participants, agenda, venue, minutes of meeting, time management, summary, closing evaluation and written report) Problem Solving, Decision Making and Negotiation Decision Making Process (DMP) illustration Definition of Negotiation Situations where negotiation for obtaining the solution Elements that can influence the negotiation process (types of communication, personalities of the personnel, past experiences, time pressures and importance of agreement)	Lectures Sharing case study Project assignment
XI	Presentation	The use of Social Media presentation	Group 1 and 2 presentation Q and A
XII	Presentation	The use of social media presentation	Group 3 and 4 presentation Q and A
XIII	Presentation	The use of social media presentation	Group 5 and 6 presentation Q and A
XIV	Review for Final Test	Topic 5 until 7	Lectures of theory Q and A
FinalTest	All materials relevance with Intro to Public Relations	Chapter 1 until 4 (40 %) Chapter 5 until 7 (60 %)	Written test Essay

Book Reference :

- How to pass Public Relations LCCI LCCI 1 86247 016 2 Level 3
- Public relations TheakerRoutledge 0 415 31793 2 Handbook 2nd Edition
- Public Relations in Practice HensloweKogan Page 0 7494 4072 4, Second Edition
- Public Relations concept,Practice and Critique L'Etang Sage Publications 978 1 4129 30482.
- Introduction to Public Relations, Sue Wolstenholme, 978-0-273-75098-7, 2013
- Planning and Managing PR Campaign, Anne Gregory,978-749468736

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