LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	IKB 04
Subject Title	:	Principles of Public Relations : The Role of PR & Ethics
Subject Specification	:	For students in LSPR Communication & Business Institute

Subject Overview : Public Relation has an important contribution to the company, this subject is designed to help student to understand how PR (Public Relations) has roles in the working place. PR performs various roles such as building and maintain relationships between the organization and its public, creating and managing corporate image, communication management, crisis management, issues management, risk management and strategic management. The strong relationship between company and its public is the key goal of Public Relations. The role of PR is to achieve the organizational goals. In the end of the course, the students will be introduced to the role and function of Public Relations for their stakeholders. This course also design to provide understanding in defining Ethic and Theories, Ethical Issues and exposures of Ethical Conduct in practicing Public Relations profession. A conceptual frame work is developed through understanding of public relations function of earning credibility and maintaining trust, or acting ethically. The student will exposes in study cases of dilemmatic situation and how to examine and criticize what action to be taken.

Course Objectives :

1. Gain a comprehensive understanding of the roles and functions of Public Relations (PR) within organizations.
2. Understand the importance of corporate image in shaping public perception and reputation. Gain an understanding of ethical principles and theories relevant to the practice of PR.

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Understanding of the fundamental concepts, theories, and principles of Public Relations (PR), including its roles, functions, and contributions to organizations.

- Skill : Ability to apply PR principles and strategies in real-world organizational contexts, including building and maintaining relationships with stakeholders, managing communication channels, and addressing crises effectively.
- Attitude : Recognition of the role of PR in fostering positive relationships, enhancing organizational reputation, and contributing to the achievement of organizational goals, with a sense of responsibility and accountability to stakeholders.

Course content :

Week	Topic
1	Introduction to Public Relations and Ethics in Public Relations
	The Nature of PR: Internal & External PR in Organisation
2	Public Relations Practice & Ethics
	Types of Publics in Public Relations
3	Understanding STP, SWOT & STEEPLE
	Statutory Law & Code of Conduct
4	PR Research
	PR Miscellaneous (Photography, Media Social & Event)
5	Technology & Internet in PR
	Professional Development: Meeting & Presentation
6	Professional Development: Problem Solving & Negotiation Skill
	Basic Government PR
7	Issues & Crisis in PR
	Assignment/ Quiz/ Review
8	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

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

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Sesion Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Public Relations and Ethics in Public Relations	a. What is PR? b. The connection between PR, Marketing and Advertising c. Knowing PR Industry d. The importance of PR	1. Lecturer's presentation 2. Question and answer
	The Nature of PR: Internal & External PR in Organisation	a In-house PR b PR Agency c Differences, advantages and disadvantages	1. Lecturer's presentation 2. Question and answer
2	Public Relations Practice & Ethics	a PR Practice in global scale b The ethical manner in PR	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Types of Publics in Public Relations	a. PR in organisations b. What are Publics in PR c. Internal public & external public	1. Lecturer's presentation 2. Case Study 3. Assignment
3	Understanding STP, SWOT & STEEPLE	a. Public Segmentation b. Understanding SWOT of the organisation c. STEEPLE for PR purpose	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	Statutory Law & Code of Conduct	a. Key law in PR b. Code of Conduct in PR	1. Lecturer's presentation 2. Class discussion

		c. Ethical PR in society, creating the 'right' message	3. Question and answer 4. Case Study
4	PR Research	a. Importance of research in PR b. Types of research c. Use of research in PR	2. Lecturer's presentation 3. Class Discussion 4. Question and answer 5. Practice
	PR Miscellaneous (Photography, Media Social & Event)	a PR activities and photography b Using media social for PR c Basic event management by PR	1. Lecturer's presentation 2. Class discussion 3. Question and answer
5	Technology & Internet in PR	a SEO and reputation management b Media monitoring using internet & technology c AI and Big Data in PR	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	Professional Development: Meeting & Presentation	a. Organising and attending meeting b. Making and moderating meeting c. Presenting skill & tools	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
6	Professional Development: Problem Solving & Negotiation Skill	a. Understanding solving in difficult situations b. Mapping issues and finding solutions c. Delivering idea and negotiation skill	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Basic Government PR	a. Characteristics of PR for government b. Public trust and maintaining reputation c. Dealing with publics in government PR	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Issues & Crisis in PR	a. Difference between issues & crisis b. Tackling issues c. PR role during crisis	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
	Materials Review Final Exam		1. Lecturer's presentation 2. Class discussion 3. Practice

Final Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. How to pass Public Relations LCCI LCCI 1, Level 3
2. Public relations Theaker Routledge, Handbook 2nd Edition
3. Public Relations in Practice Henslowe Kogan Page, Second Edition
4. Public Relations concept,Practice and Critique L'Etang Sage Publications
5. Introduction to Public Relations, Sue Wolstenholme, 2013
6. Planning and Managing PR Campaign, Anne Gregory.

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