



PUBLIC RELATIONS

Course code	<i>MNG229</i>
Course title	<i>Public Relations</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Type of course	<i>Elective</i>
Year of study	<i>3rd</i>
Semester	<i>Autumn</i>
ECTS	<i>6</i> <i>24 hours of theory, 24 hours of practice, 112 hours of self-study, 2 hours of consultations</i>
Coordinating teacher	<i>PhD Elena Martinoniené</i>
Study form	<i>Full-time</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>

Course description

This Public Relations course represents a comprehensive introduction to the theories and practices of the public relations industry. Beginning with a short outline of the history and development of public relations, we distinguish between marketing and corporate communication and focus on the latter. How to communicate with media? How to conceptualize a communication strategy? How to communicate in times of crises? Those are some of the questions to be addressed in this course.

Course Aim

This course aims to provide both theoretical and practical knowledge of public relations and communication through lectures and seminars using real case studies, case simulations, strategies creating, writing skills development and communication techniques in communication with the different media.

Subject learning outcomes (SLO)	Study methods	Assessment methods
SLO1. To understand the historical development of PR from past to present	Lectures, seminars, self-study, group work	Examination, group assignments
SLO2. To be able to distinguish between marketing and corporate communication	Lectures, seminars, self-study, group work	Examination, group assignments
SLO3. To understand how to interact with media, e.g. in interviews	Lectures, seminars, self-study, group work	Examination, group assignments
SLO4. To be able to use various PR tools and to know how and when to use them	Lectures, seminars, self-study, group work	Examination, group assignments
SLO5. To be able to conceptualize a communication strategy	Lectures, seminars, self-study, group work	Examination, group assignments
SLO6. To be able to measure the success of communication activities	Lectures, seminars, self-study, group work	Examination, group assignments

Quality assurance

The quality of the course is assured through a variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and/or group work and other assignment results. Students are encouraged to speak up in class. Materials are available for students on the e-learning platform.



Cheating prevention

The ISM regulations on academic ethics, including cheating (see: ISM regulations) are fully applied to the course during the entire module. A combination of evaluation methods, including student self-evaluation (of teamwork on the project), will be employed to minimize the opportunity for cheating and freeriding.

Course Content

#	TOPIC	CLASS HOURS		READINGS
		THEORY	SEMINARS	
1	Introduction to PR	2	2	[1] [16]
2	Basic communication theories and principles	2	2	[18]
3	Types of communication	2	2	[18]
4	Communication tendencies and main strategies	2	2	[9]
5	What is the Message?	2	2	[10]
6	Storytelling and Communication	2	2	[19]
7	Midterm	2		
8	Communication Strategy	2	2	[1] [3]
9	Planning and evaluating the results	2	2	[13]
10	Crisis Communication	2	2	[1] [7]
11	Relations with media	2	2	[20]
12	Fake News and Propaganda	2	2	[15] [21]
13	Course Finalization		2	
	TOTAL	24	24	48

Course assignments and evaluation

Type of assignment	Topics	Total hrs.	Contribution towards final course grade, %
Group assignment		22	30%
Midterm	1-6	40	30%
Final examination	1-12	50	40%
Total:		112	100%

Explanation of assignments

Group assignment

The group assignment is the result of a collaboration with local businesses. Students are asked to develop a PR strategy addressing current real-life communication issues, both in form of a written document as well as in form of a presentation. The evaluation will be based on **content**, **form**, and **creativity** and lastly, the **presentation**. The written assignment accounts for 60% of the grade, the presentation accounts for the remaining 40%.

Overall, the group assignment will constitute **30% of the final course evaluation**.

Midterm

The midterm exam will be organized as an individually written exam encompassing items 1-6 of the course (see above). The exam will consist of theoretical multiple-choice questions as well as open writing questions. The midterm exam makes up **30% of the final grade**. Consultations will be set during practice time.

Final examination

The final exam will be organized as an individually written exam encompassing items 1-12 of the course (see above). The exam will consist of theoretical multiple-choice questions as well as open writing questions. The final exam makes up **40% of the final grade**. Consultations will be set during practice time.

Note that:

All of the abovementioned tasks should be accomplished during the semester according to the schedule provided by the lecturer. **None** of the tasks might be accomplished later on, i.e. after deadlines. Graded papers might only be viewed at a time set by the lecturer.

If the final grade is negative, the student is allowed to retake the exam during the exam retake session. In that case the exam will consist of all mid-term and final exam materials. The exam retake will consequently make up **70% of the final grade**. The retake does not include the group assignment. The evaluation of the latter will be added to the grade received during the retake exam.

Main Literature

1. Cornelissen, J. (2017). *Corporate Communication: A Guide to Theory & Practice*. Sage, 5th edition. Pp. 3-15, 155-174, 175 – 190, 211 – 226.
2. Wilcox, D. L., Cameron, G. T., Ault, P. H., Agee, W. K. (2002). *Public Relations: Strategies and Tactics*. Allyn & Bacon; 7th edition. Pp. 191–170, 340–341

Further Reading

3. Whatmough, D. (2018). *Digital PR*. UK: Emerald Publishing Limited.
4. McNair, B. (2018). *An Introduction to Political Communication*. 6th Edition. London: Routledge, <https://doi.org/10.4324/9781315750293>
5. Surbhi, S. (2017). Difference Between Internal and External Communication. From: <https://keydifferences.com/difference-between-internal-and-external-communication.html#comments>
6. Stevanović, M., Gmitrović, A. (2015). Importance and Role of Internal Communication in Organizations. *Applied Mechanics and Materials*. DOI: 806. 302-307. 10.4028/www.scientific.net/AMM.806.302.
7. Murty, A. , Subramanian, K. (2014). The Role of Communication in Crisis Management (An Organizational Perspective). *International Journal of Human Resource Management and Research*, 4(5), 33-44.
8. Balmer, J. M. T., Illia, L. (2012). Corporate Communication and Corporate Marketing. *Corporate Communications: An International Journal*, 17(4). DOI: 10.1108/ccij.2012.16817daa.001
9. Sandra Oliver. *Public Relations Strategy*. 3rd Edition. London and Philadelphia: Kogan Page, 2010.
10. McKay, M., Davis, M., Fanning, P. (2009). *Messages - The Communication Skills Book*. Oakland: New Harbringer Publications, 3rd edition. Pp. 312–341.
11. Fill, C. (2009). *Marketing Communications - Interactivity, Communities and Content*. 5th Edition. Pearson Education. Pp. 19–35.
12. Ronald D. Smith. *Strategic Planning for Public Relations*. London and New Jersey: Lawrence Erlbaum Associates, 2005.
13. Macnamara, J. (2004). *PR Metrics — Research for Planning & Evaluation of PR & Corporate Communication*.
14. Floor, K. & van Raaij, F. (2011). *Marketing Communication Strategy*. Groningen: Noordhoff.
15. JSTOR Daily (2020). *Media Literacy & Fake News: A Syllabus*. <https://daily.jstor.org/media-literacy-fake-news-a-syllabus/>
16. Cutlip, Scott (1994). *The Unseen Power: A History of Public Relations*. Lawrence Erlbaum Associates.
17. Heath, Robert (2006). *Today's Public Relations: An Introduction*. SAGE Publications. Retrieved July 27, 2013.
18. Fiske, John (1982). *Introduction to Communication Studies, Studies in Culture and Communication*.
19. Anderson, Chris (2016). TED Talks: The official TED guide to public speaking. Hachette UK.
20. Fisher, Christian (2018). *The Relationship Between Public Relations Practitioners & the Media*. The Houston Chronicle. Retrieved 2018.
21. Johnston, Kevin (2018). *Ethical Issues Confronting Public Relations for Practitioners*. The Houston Chronicle. Retrieved 2018.