

Course Guidebook

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| Course Title/code | Introduction to Public Relations and Practical Attachment/ EnLa3102 | | | | |
| Module title | Communication Theories and Practices | | | | |
| Module coordinator | ----- | | | | |
| Instructor's Name | ----- | | | | |
| Instructor's Contact Information | Office Phone Office hour Email | | | | |
| Course ECTS | 5 E CTS / | | | | |
| Mode of delivery | Whole semester | | | | |
| Teaching methods | Classroom contact/Lecture, group work, interactive tutorial sessions (group and pair work/discussions and individual work (independent learning)). | | | | |
| Student Work Load | Lecture | Tutorial | Lab practice | Home study | Total |
| | 48Hrs | - | - | 87Hrs | 135Hrs |
| Course Description | <p>The course covers the historical foundation, the principles and practices of public relations. This course surveys the public relations process and managerial and social responsibilities of the public relations practitioners. The course also deals public relations as an organized body of knowledge and professional discipline the technique of communication, methods, media, and roles of public relations agencies and legal and ethical issues of public relations expertise. The course also introduces students to public relations cases, strategic processes, activities and research. Students will be engaged in practical attachment to be familiar with the practical environment of public relations and communication.</p> | | | | |

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| Course objectives | <p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Articulate the background, development, functions, ethical principles and social roles of public relations • Outline theories, models, strategies and techniques used for public relations communications • Understand research and planning skills for public relations • Prepare and run public relations campaign |
| Pre-requisite(s) | None |
| Course status | Compulsory |

Course Contents

| Weeks | Topics and sub-topics | Required Readings |
|---------|--|---|
| 1, 2, 3 | <p>Unit One: The Concept of Public Relations Definitions, Misconceptions, Evolution and Professionalism, Roles, qualities, attitudes and abilities</p> | <p>Seitel, Fraser (1998), Grunig, J. E., and Hunt, T. (1984) Watson, T. & Noble, P.(2005)</p> |
| 4, 5 | <p>Unit Two: Foundations and Principles of PR PR Research, PR planning, PR communication, PR evaluation, (Formative research, Strategic: Proactive and Reactive, Tactics: Interpersonal, Organizational Media, News Media, and Advertising/Promotional Media, Evaluative research)</p> | <p>Seitel, Fraser (1998), Grunig, J. E., and Hunt, T. (1984) Watson, T. & Noble, P.(2005)</p> |

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| | Final Exam |
| Course policy | <p>Attendance: It is compulsory to come to class on time and every time. If you are going to miss more than three classes during the term, you should not take this course.</p> <p>Assignments: you must do your assignment on time. No late assignment will be accepted.</p> <p>Tests/Quizzes: you will have short quizzes and tests almost every week. If you miss the class or, are late to class, you will miss the quiz or test. No makeup tests or quizzes will be given. You are expected to observe the rules and the regulations of the University as well.</p> <p>Cheating/plagiarism: you must do your own work and not copy and get answers from someone else. The only way to learn English is to do the work yourself.</p> <p>Also, please do not chew gum, eat, listen to recorders or CD players, wear sunglasses, or talk about personal problems. Please be sure to turn off pagers and cell phones before class and exam sessions</p> |

Assessment

1. Continuous Assessment (50%)

- Quiz10 %
- Term-Paper Group10 %
- Term Paper Individual10%
- Test 110 %

- **Test 210%**

2. Final Exam (50%)

References

- Baverstock, A (2002). Publicity, Newsletter and Press Releases.
 Black, Sam (2004). Practical Public Relations. New Delhi
 Cutlip, et al (2000). Effective Public Relations. Pearson Education, Inc. USA
 Cutlip, S., Center, A., & Broom, G. (1985). Effective public relations (6th ed.). Englewood Cliffs, NJ: Prentice-Hall.
 Foster, John (2001). Effective writing Skills for Public Relations. Kogan Page Limited, UK, USA
 Grunig, J. E., and Hunt, T. (1984). Managing Public Relations. Fort Worth: Holt, Rinehart and Winston.
 Henslowe, P. (1999). Public Relations: A Practical Guide. London: Clays Ltd, St Ives Plc
 Kruckeber et al (2004). This is PR: The realities of Public Relations. Thomson Wadsworth, USA.
 Newton & Hynes (2005). Public Relations Writing: Form and Style. UK, USA
 Seitel, Fraser (1998). The Practice of Public Relations. Prentice Hall, Inc. New Jersey
 Theaker, A. (2004). The Public Relations Handbook (2nd ed.). Great Britain: Routledge.
 Wilox, D. (2005). Public Relations Writing and Media Techniques. Pearson Education, inc. USA

Approved By: Name: _____ **Signature** _____ **Date** _____