**CSK 2112 INTRODUCTION TO PUBLIC RELATIONS**

This introductory course, designed for career changers and those new to public relations, details the ideas, skills, and principles that underlie the public relations craft. Students in this class study the role and contributions of public relations practitioners in contemporary society, learn about potential legal and ethical aspects of the practice of public relations, study the communication process and how persuasion is used with various audiences, and learn how to develop a strategic communication plan to achieve specific goals and objectives. The class will also introduce students to specialized practice areas within the public relations field such as business and industry, government, nonprofit and associations, and health care.

**Course Content:**

1. Introduction

* The History of Public Relations
* Importance of relationships in public relations
* Factors that determine intensity of relationships

1. Definitions
   1. Public relations (PR)
   2. Public relations Vs Advertising, Marketing and Publicity
   3. Publics-internal and external
2. Purpose of PR
   1. Information as a human right
   2. Importance of creating awareness, understanding and acceptance
   3. Research
   4. Globalisation
   5. Goodwill of everyone
   6. Effective communication
3. Goals of PR
4. Phases of PR
5. Role of PR in an organisation
6. Functions of PR Department
7. Ethics and integrity in PR
8. Media Relations
9. PR Techniques
10. Crisis Management and PR
11. Client Management
12. Nature of communication
    1. Forms
    2. Barriers
    3. Elements that lead to effective communication
13. Planning and executing PR programmes
    1. Budgeting
    2. Research
    3. Interpersonal communication
    4. Printed communication
    5. Audio-video communication

**Learning Outcomes:**

By the end of the course students should be able to:

1. Define Public Relations in its entirety and apply it
2. Understand the role of public relations
3. Use public relations tools, techniques, tactics and methods
4. Plan and execute public relations programs

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

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Weintraub A. & Pinkleton B (2001) Strategic Public Relations Management, Erlbaum Associates, Inc. USA

Hayhood, Roger (1990) All About Public Relations, McGraw-Hill Publishing Company England United Kingdom.

Wilcox D. (2003) Public Relations Strategies and Tactics, 7th edition Pearson Education Inc. USA

Howard, W. (ed.) (1989).The practice of public relations. Heinemann: Oxford.

Jefkins, F. (1988). Public Relations Techniques. Heinemann: Oxford

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