**JCO 4106 THE PRACTICE OF PUBLIC RELATIONS**

**COURSE NAME: THE PRACTICE OF PUBLIC RELATIONS COURSE CODE: JCO 4106**

**CREDIT UNITS: 4**

**CONTACT HOURS : 60**

**TYPE OF COURSE: CORE**

**Course Description :**

The course focuses on understanding how public relations works in the real world. It provides the core skills needed to research, plan, implement, and manage a public relations programme/campaign to a professional standard. It examines and evaluates key organizational theories and frameworks – systems theory, management by objectives – for strategic management and engages students with current debates about public relations and the media, and the

future of the field. Students learn about the different applications of public relations in society, the market place, and internationally.

**Course Objectives:**

1. To understand public relations as a strategic activity taking the systems approach

2. To enable students gain a deeper understanding and appreciation of public relations as a multi-step process.

3. To examine applications of public relations in society, the market place, and internationally.

**Course Outline:**

1. Systems theory and public relations; boundary spanning; PR in strategy making

2. The Public Relations Process a. Research

The importance of research; types of research; using research;

research techniques and reaching the respondents b. Planning & Programming

The value of planning, approaches to planning, e.g Management by

Objectives model; elements of a program plan c. Taking Action & Communicating

Goals of communication; receiving the message; paying attention to the message, understanding the message; believing the message; remembering the message; acting on the message

d. Evaluating the program

The purpose of evaluation; measurement of production, message exposure, audience awareness, audience attitudes, audience action and supplemental activities; measurement methodologies.

3. Media relations

Understanding the media; impact of PR on the media; media impact on

PR; creating & maintaining good media relations; changing media.

4. PR in a globalized world

Practicing PR in a global environment; global gateways; culture; cross- cultural perspectives; challenges; ethical considerations in global practice; emerging issues.

5. New Technologies in PR

The impact of technology on communication; using the internet effectively; relevant computer applications; satellite transmissions; other tools; future technologies

6. The future of the practice

Looking into the future concerns in the development of the industry (industry growth, is a name change necessary? reputation; measuring results; quality of practitioners, effects of new technology; regulation of future pr practice etc)

**Learning Outcomes:**

By the end of the course, the student will:

1. Learn how to manage public relations services, while at the same time have an opportunity to put into practice some of the skills acquired on the course.

**2.** Understand and appreciate key issues relevant to the PR industry.

**Methods of Teaching/Delivery:**

• Lectures

• Seminar presentations

• Case studies

• Class discussions

• Independent readings

• Guest lectures

**Methods of Assessment:**

• Coursework of at least 2 assignments will constitute 40%

• Final examination will account for 60%

**Readings/Reference Materials/Learning Resources:**

• Dennis L. Wilcox, Philip A. Ault, Warren K. Agee, Glen T. Cameron

(2003). Public Relations Strategies and Tactics”: Longman, New York.

• Doug Newsom, Judy V. Turk, Dean Kruckeberg (1996). This is PR. The

Realities of Public Relations.Wadsworth Publishing Company. London.

• Erica Weintraub, Bruce E. Pinkleton (2001) Strategic Public Relations

Management: Lawerence Erlbaum Associates, New Jersey

• Haywood Roger (1991). All About Public Relations. How to Build Business

Success on Good Communications. The McGraw-Hill Companies: London.

• Jaccquie L’Etang (2009) Public Relations Concepts, Practice and Critique: Sage, London

• Patricia A. Curtin, T. Kenn Gaither (2007). International Public Relations: Negotiating Culture, Identity, and Power. Sage,London

• Scot M. Cutlip, Allen H. Center, Glen M. Broom (2006) ( 9thed). Effective

Public Relations: Prentice Hall, New Jersey