**JCO 4205 PUBLIC RELATIONS CASES, STRATEGIES AND TACTICS**

**COURSE NAME: PUBLIC RELATIONS CASES, STRATEGIES AND TACTICS**

**COURSE CODE: JCO 4205**

**CREDIT UNITS: 4**

**CONTACT HOURES: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

A strategic thinking and critical analysis course conducted through oral and written analysis of current and classic case studies in public relations. The course is designed to expose students to the use of public relations strategies and tactics in a variety of functions such as risk communication, reputation management, special events, corporate social responsibility, crisis management, public affairs, government relations, media relations, community relations, environmental issues, and international contexts, among others.

**Course Objectives:**

1. To develop students’ technical skills in developing professional public relations strategies, tactics and techniques through the critical examination of “Classic Case Studies” and contemporary cases or campaigns.

2. To develop students’ experience, skills and techniques in working in professional project teams.

3. To develop skills in strategic public relations management based on an analysis of current and historical case studies.

**Course Outline:**

1. PR strategies

2. PR tactics (visual tactics; spoken tactics; written tactics; new media).

3. Issues management and tisk communication

4. Crisis management, communication and post-crisis concerns

5. Non-Profit Organizations (role of PR, membership organizations, advocacy groups, social organizations)

6. Special events

7. Entertainments, sports, travel

8. Fundraising

9. Education

10. Consumer relations

11. Case studies in topics already covered e.g.:

12. Media relations

13. Investor and financial relations.

14. Public affairs and government relations

15. Community relations

**Learning Outcomes:**

By the end of the course, the student will:

1. Have an in-depth understanding of public relations as a strategic, problem- solving process involving the application of key principles.

2. Be well-grounded and prepared for professional and ethical practice of public relations.

**Methods of Teaching/Delivery:**

• Lectures

• Case studies

• Seminar presentations

• Class discussions

• Group work

• Independent study

• Guest lectures

**Methods of Assessment:**

• Coursework of at least 3 assignments will constitute 40%

• Final examination will account for 60%

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

• Allen H. Center & Patrick Jackson (2003). Public Relations Practices.

Managerial Case Studies and Problems. 6th edition. Upper Saddle River, NJ: Prentice Hall.

• Dennis L. Wilcox, Philip A. Ault, Warren K. Agee, Glen T. Cameron(2003).

Public Relations Strategies and Tactics”: Longman, New York

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

2000). Public Relations Strategies and Tactics”: Pearson Education: Boston

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

Management: Lawerence Erlbaum Assocaites, 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

• Tom Kelleher (2007) Public Relations Online. Sage, Thousan Oaks.

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

Public Relations: Prentice Hall, New Jersey

• W. Timothy Coombs (2007). Ongoing Crisis Communication: Planning, Managing and Responding. Sage, New Delhi.