

Public Relations

Course code	<i>MNG229</i>
Compulsory in the programmes	<i>Elective</i>
Level of studies	<i>Undergraduate</i>
Number of credits and	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i>
Course coordinator (title and name)	<i>Prof. Dr. April Yue</i> <i>Email: yuecen@gmail.com</i>
Prerequisites	<i>Marketing Principles</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

In completing this course, students will learn:

- Have gained a historical perspective of the public relations discipline and profession.
- Understand the basic theories, principles, concepts and practices relevant to public relations.
- Understand key processes involved in public relations, including goal, research, planning, strategy, implementation, and evaluation.
- Gained an international perspective of public relations.
- Gained insights into the different types of public relations industries and careers.
- Demonstrated proficiency in written and oral communications.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. To understand the basic theories, principles, concepts and practices relevant to public relations.	BLO1.1	Final exam, in-class activities, quizzes	Lecture, self-study
CLO2. To identify, analyze, and apply effective public relations strategies, messaging, and channels	BLO1.2	Final exam, in-class activities, quizzes	Lecture, self-study, in-class group discussion
CLO3. To understand key processes involved in public relations, including goal, research, planning, strategy, implementation, and evaluation.	BLO1.1 BLO1.2 BLO2.1	Final exam, in-class activities, quizzes	Lecture, self-study, in-class group discussion
CLO4. To understand the ethical issues related to public relations	BLO2.1	Final exam, in-class activities, quizzes	Guest lecture, self-study, in-class group discussion
CLO5. To identify and segment different stakeholders of organizations based on different segmentation methods, to	BLO1.2 BLO4.1	Final exam, in-class activities,	Lecture, self-study, in-class

understand and identify the best communication channels based on the PESO model		quizzes	group discussion
CLO6. To gain insights into the different types of public relations industries and careers	BLO1.1 BLO2.1 BLO3.1	Individual reflection paper	Guest lecture, self-study, in-class group discussion
CLO7. To work in a team, to present work results in written and oral form	BLO4.1 BLO4.2 BLO4.3	Group project	In-class group discussion, self-study

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

No.	No.	Topic	In-class hours	Readings & Assignments
1.	April 29	Syllabus and Introduction Chapter 1 Principled Public Relations	4	Chapter 1 quiz due by the end of April 30 th
2.	April 30	Chapter 2 Public Relations Models Through the Ages Guest lecture 1	4	Chapter 2 quiz due by the end of May 1 st
3.	May 2	Chapter 3 Convergence and Integrated Communication Guest lecture 2 Group project discussion session 1	8	Chapter 3 quiz due before class today
4.	May 3	Chapter 4 Relationship Management	4	Chapter 4 quiz due before class today
5.	May 6	Chapter 5 Public Relations Research	4	Chapter 5 quiz due before class today
6.	May 7	Chapter 6 Public Relations Planning Guest lecture 3 Group project discussion session 2	8	Chapter 6 quiz due before class today
7.	May 8	Chapter 7 Public Relations Implementation	4	Chapter 7 quiz due before class today
8.	May 9	Chapter 8 Public Relations Evaluation	8	Chapter 8 quiz due before class today

		Guest lecture 4 Group project discussion session 3		
9.	May 10	Group Project Presentation Day Note: Final group report is due on May 14, four days after your presentation	3	None
10.	May 20	Extra Credit Activity Due		
	May 21	Final Exam		None
			Total: 48 academic hours	

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 30%	
Public Relations Specialization Report	20
Public Relations Specialization Report Oral Presentation	10
Individual Components 70%	
Final exam	20
Reading quizzes	20
Class attendance and participation	30
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

Reading Quizzes 20%

You will be expected to complete an open-book quiz about the reading assigned for that day. I encourage you to take the quiz immediately after you read the assigned chapter. Each quiz is worthy of 25 points, and comprises 10 questions, and there are 8 quizzes in total. Quizzes may be turned in late with a 50% penalty within 24 hours. After the initial 24 hours, a zero grade will be given.

Group Project: Public Relations Specialization Report & Presentation 30%

This group project is to research a particular public relations specialization. This can be either something you would like to find information to aid your career search or something of interest to you. Once you pick the industry, you will pick an organization to focus on for your report. This is something you should start thinking about right away. Your report should be **8-10 pages, double-spaced**. The report constitutes 20% of your final grade, **due on May 14**. We'll hold at least three in-class sessions for groups to brainstorm and progress on their reports but expect to dedicate time outside of class as well.

Each group will also present their report in a PowerPoint presentation **on May 10th**. The presentation time should be between 10-15 minutes. This presentation will account for 10% of your final grade.

Final exam 20%

There will be **one** timed, closed-note exam during the course of the semester. The exam will include questions from the reading and quizzes, as well as other questions based upon the book and the lectures. The exam will have 100 multiple-choice/true-false/matching questions.

Class Attendance & Participation 30%

You will be graded on how thoughtfully you participate in classroom discussions. **This includes your active participation in lectures from me and guest speakers.** To earn participation points from guest lectures, you will write summary reports after each guest lecture. These reports do not have to be long (half single-spaced page is sufficient) but should include at least three key lessons/take-aways. Each report is worth 20 points due typically before the next guest speaker. Besides the report, you are also expected to ask thoughtful questions and engage in discussions during the Q&A session with the guest lecturer. I will be making this summary judgment—not on how often you talk—but on the quality of that contribution.

In addition, to earn participation points, you will do a variety of activities, mostly in class.

Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. If you miss class and want to know if I made any announcements about changes to due dates or something of that nature, you can find those types of announcements on the course website.

Extra Credits 5%

You can receive up to 50 pts of extra credit if you participate in the following activities.

You can earn extra credits for taking the *Fundamentals of Media Relations* course from Muck Rack Academy. When you complete the course and pass the exam, you will receive a certificate. Upload this certificate to Blackboard to get extra credits. The last day to complete and upload the certificate is **May 20th**. Here is the link to the course:

<https://academy.muckrack.com/fundamentals-of-media-relations>

RETAKE POLICY

The Retake exam will replace the 20% of final grade corresponding to the Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

REQUIRED READINGS

Tom Kelleher, *Public Relations*, 2nd ed. (Oxford University Press, 2020)

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:
International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:
Economics and Data Analytics,
Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper