



UNITED STATES INTERNATIONAL UNIVERSITY

SCHOOL OF SCIENCE & TECHNOLOGY

SEMESTER:

COURSE: **JRN 1106 – HISTORY & THEORY OF PUBLIC RELATIONS**

LECTURER :

TIME/DAYS:

VENUE:

CREDIT: **3 Units**

1. DESCRIPTION:

This course will focus on an intensive examination of the practice of public Relations right from the evolution of the concept, the historical context, to the contemporary process and practice of PR. Particular attention will be paid to an organization’s social and legal context of Public Relations, organization and management of in-house and agency Public Relations; planning and executing multimedia Public Relations campaigns, the management of Public opinion, research and evaluation techniques in Public Relations.

PROGRAM LEARNING OUTCOMES (PLOS).

Upon completion of this course, students should be proficient on what Public Relations is all about: from evolution of concept, contemporary practice, process, context and its potential and impact in both the public and private sector. This course endeavors to build a firm foundation towards Public Relations as a practice through the following Journalism Program Learning Outcomes (PLOS):

1. **Critically discuss communication theory and its application to local and global mass media and communication systems, structures and operations.**
4. **Design, manage, execute and evaluate strategic plans and practices for public relations communication.**
7. **Apply ethical, legal and sound management principles at work in the media and communication industries.**

TENTATIVE SCHEDULE

2. Week One

- a. **Learning Outcome:** Clear understanding of Public Relations.
- b. **Topic:** What is Public Relations?
- c. **sub-topic:** Public Relations and Advertising, PR versus Propaganda, PR versus Marketing
- d. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition) (Pg 16 – 22). **Public Relations;** Frank Jefkins (5th Edition) pgs 6 - 13.

3. Week Two.

- a. **Learning Outcome:** The evolution/history of Public Relations.
- b. **Introduction:** How Public Relations evolved from Press Agency days to date.
- c. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition) (Pg 10, 11 & 40 – 60)

4. Week Three.

- a. **Learning Outcome:** The place of Public Relations in Society.
- b. **Topic:** Practitioners of Public Relations -
- c. **Sub-Topic:** In–house Public Relations, Agency Public Relations.
- d. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition). (Pg 23, 61-68, 98-123). **Public Relations;** Frank Jefkins (5th Edition) pgs 18-26.
- e. **Assignments/quiz/test:**

5. Week Four.

- a. **Learning Outcome:** Understanding the **organizational concept of Public Relations;**
- b. **Topic:** Functions of institutional public relations for government and industry.
- c. **Sub-Topic:** Concepts of Corporate Social Responsibility (CSR).
- d. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition) (Pg 473).
- e. **Assignments/Quiz/test:**

6. Week Five.

- a. **Learning Outcome:** Understanding the organizational concept of Public Relations
- b. **Topic:** Organization and management of Public Relations Agencies.

- c. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition)
(Pg 111 – 123). **Public Relations**; Frank Jefkins (5th Edition) pgs 27 - 38.
- d. **Assignments/quiz/test:** *Guest Speaker from PR Agency*

7. Week Six.

- a. **Course Outcome:** Organizational concept of Public Relations.
- b. **Topic:** Publics of Public Relations.
- c. **Sub-Topic:** Internal and external publics
- d. **Readings: Public Relations**; Frank Jefkins (5th Edition) pgs 56 – 62).
- e. Assignments/Quiz/test:

8. Week Seven. MID TERM EXAM WEEK (One class teaching and Mid Term Examination):

9. Week Eight.

- a. **Course Outcome:** Understand the Organizational concept of Public Relations
- b. **Topic:** Media Relations
- c. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition)
(Pg 367 – 386, PG 418 -441). **Public Relations**; Frank Jefkins (5th Edition) pgs 78 – 98).

10. Week Nine.

- a. **Course Outcome:** Understanding the process of Public Relations.
- b. **Topic:** Defining PR problems, Planning and programming
- c. **Sub-Topic:** Taking action and Communicating, evaluating PR programmes
- d. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition)
(Pg 151 - 167).
- e. Assignment/Quiz/test:

11. Week Ten.

- a. **Learning Outcome:** Understand the PLACE of Public Relations
- b. **Topic:** Legal and social contexts of Public Relations
- c. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition).
(Pg 299 – 317). **Public Relations**; Frank Jefkins (5th Edition) pgs 128 - 133.

12. Week Eleven.

- a. **Learning Outcome:** Understanding Public Relations
- b. **Topic: Visit to PR Agency**
- c. **Assignment:** Report Writing

13. Week Twelve (*Course evaluation administered*).

- a. **Learning Outcome:** Understanding the place of Research in Public Relations.
- b. **Topic:** Research techniques in Public Relations
- c. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition).
(Pg 128 – 146).
- d. Assignment/Quiz/test:

14. Week Thirteen.

- a. **Course Outcome:** Understanding PR Ethics
- b. **Topic:** Producing advertisements: Public Relations ethics.
- c. **Sub-Topic:** Toward a code of ethics in the practice of Public Relations.
- d. **Readings: Public Relations: Strategies & Tactics** - Dennis Wilcox & Glen T. Wilcox (9th Edition)
(Pg 72 – 82).
- e. Assignment/Quiz/test:

15. Week Fourteen – Final Examination

TEACHING APPROACHES: Class instruction, Group-work, Guest Speaker presentation and/or visit to Advertising Agency.

KEY INSTITUTIONAL ACADEMIC POLICIES:

Mandatory Class attendance: Any absence constituting 25% of semester instruction period will be Penalised.

Plagiarism: Any attempts at cheating, lifting material and any type of plagiarism will be severely Penalised.

Make-Ups: No make-ups will be entertained.

Add & Drop Policies: Please see your Course Advisor.

16. COURSE TEXT.

1. **Public Relations: Strategies & Tactics:** By Dennis L. Wilcox & Glen T. Cameron - Pearson. 9th Edition (2009).

2. **Public Relations:** Frank Jefkins – Prentice Hall 5th Edition (1998),

17. COURSE EVALUATION

<i>Attendance and participation</i>	10 %
<i>Assignments & Quizzes</i>	30 %
<i>Group presentation & Report</i>	10 %
<i>Mid-Semester Exam</i>	20 %
<i>Final Exam</i>	30 %
Total	100%

18. USIU GRADING SYSTEM

A	90 – 100	C	70 – 73
A-	87 - 89	C-	67 – 69
B+	84 - 86	D+	64 - 66
B	80 - 83	D	62 - 63
B-	77 - 79	D-	60 - 61
C+	74 – 76	F	0 – 59