

**UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA**  
**JRN 3911 : PRINCIPLES OF PUBLIC RELATIONS**  
**COURSE SYLLABUS**  
**CREDIT: 4 UNITS**

**Course Description**

The course develops in the students a basic understanding of the history, principles and conduct of Public Relations (PR) work .

**Course Objectives**

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

- Describe the evolution of Public Relations;
- discuss issues relating to principles of Public Relations ;
- communicate effectively using the tools of Public Relations

**Course Content**

**Week.1**

Introduction to Public Relations :

**Week.2**

The Evolution of Public Relations :

**Week.3**

Communicating in Public Relations :

**Week.4**

Public Relations Management :

**Week.1&6**

Types of Public Relations Work:  
MID-QUARTER EXAMINATION

**Week.7**

Professionalism in Public Relations :

**Week.8**

Research And Its Importance in Public Relations :

**Week.9**

Public Relations Campaigns :

**Week.10**

Social criticism of Public Relations:

**Teaching Methodology**

Lectures and tutorials.

**Course Texts**

Wilcox D.L. et.al, *Public Relations : Strategies and Tactics*(New York : Harper and Row, 1989.)

Simon R., *Public Relations: Concepts and Practices*(New York : Gmd. Publishers , 1980.)

Aroneff C.E. , Backin O.W.,*Public Relations : The Profession and the Practice* (St.Paul: West Publishing Company , 1983.)

Jefkins , Frank., *Public Relation* (London : Pitman Publishing , 1992.)

**Course Evaluation**

Two Equally weighted Essays	30 %
Two Tests ( 10 % each )	20 %
Final Examination	10 %.

