



A: Division: INSTRUCTIONAL

Date: NOVEMBER 1997

B: Faculty: LANGUAGE, LITERATURE & PERFORMING ARTS

New Course:

Revision of Course NOVEMBER, 1994

Information Form: X

C: PRFU 370

D: PUBLIC RELATIONS WRITING I: WRITING IN THE ORGANIZATIONAL CULTURE

E:

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Subject and Course Number	Descriptive Title	Semester Credit					
F: Calendar Description: This course introduces the fundamentals of public relations management and practice with an emphasis on the role of effective communication strategies in the corporate environment. Students will focus on the role of public relations in the organization and the application of communication strategies and tools for communications planning and issues management.							
Summary of Revisions: (date & section) 94.11 - C,H,J,M 97.11 - D,F,H,J,M,N,O,P,Q,R							
G: Type of instruction: Hrs per week Lecture: 2 hrs Laboratory: hrs Seminar: 2 hrs Clinical Experience: hrs Field Experience: hrs Practicum: hrs Shop: hrs Studio: hrs Student Directed Learning: hrs Other (specify) hrs Total: 4 hrs	H: Course Prerequisites PRFU 350 or Permission of Coordinator						
	I: Course Corequisites NONE						
	J: Course for which this Course is a Prerequisite PRFU 470 or Permission of Coordinator						
	K: Maximum Class Size: 30						
	<table border="1"> <tr> <td>M: Transfer Credit</td> <td>Requested</td> <td></td> </tr> <tr> <td></td> <td>Granted:</td> <td>x</td> </tr> </table>		M: Transfer Credit	Requested			Granted:
M: Transfer Credit	Requested						
	Granted:	x					
L: College Credit Transfer x College Credit Non-Transfer Non-Credit	Specify Course Equivalents or Unassigned Credit as appropriate: UBC: Arts 2nd (3) SFU: CMNS (3) with CMNS 216 U Vic: Other: See B.C. Transfer Guide						

Course Designer(s)

Vice-President

Faculty Dean

Registrar

N. Textbooks and Materials to be Purchased by Students :

Texts may include:

Bivins, Thomas. Handbook for Public Relations Writing. NTC Business Books, 1996.
Seitel, Fraser. The Practice of Public Relations. Prentice Hall, 1995.

O. COURSE OBJECTIVES

Upon completion of the course, the student will be able to:

1. Explain the history, theory, and models of corporate public relations
2. Explain the role of the public relations professional in the corporate environment
3. Describe the strategies, tactics, and techniques of public relations programs
4. Develop an understanding of the various writing tasks for specific audiences and purposes
5. Develop an integrated communications plan
6. Understand issues management and crisis response strategies.

P. COURSE CONTENT**1. PUBLIC RELATIONS THEORY**

The student will:

- a. Define Public Relations
- b. Identify the history and evolution of public relations
- c. Describe the social theories of PR theorists: Lee, Bernays, Grunig, etc.
- d. Describe communication channels
- e. Identify potential blocks or barriers to effective communication
- f. Describe the components of the RACE theory
- g. Describe the role of research in message development and issue identification
- h. Describe different communication vehicles
- i. Describe the value of strategic communication planning
- j. Discuss measurement and evaluation criteria
- k. Describe the purpose of target marketing and audience identification
- l. Discuss the role of repetition in message sending
- m. Identify the distinctions between information and persuasion.

2. PUBLIC RELATIONS PRACTICE

The student will:

- a. Explain the distinctions between corporate image and identity
- b. Explain corporate communication systems and the role of public relations specialists within the organizational environment

P. COURSE CONTENT - cont'd

- c. Describe public relations activities and writing tasks
- d. Describe the distinctions between strategy and tactics
- e. Identify issues and crisis response techniques
- f. Describe strategies for managing image and reputation
- g. Develop an integrated communications plan
- h. Understand the different components of public relations practice: government, community, investor, client relations
- i. Describe the role of internal and external communications
- j. Understand the ethics, law, and responsibility of public relations.

Q. METHOD OF INSTRUCTION:

This course is taught using a combination of lectures, creative class exercises, guest speakers, team projects, and student participation. Classroom discussions will form an important part of the program, and students are expected to contribute to the dialogue.

R. EVALUATION:

Communications Briefings	10%
Interview Article & Presentations	15%
Issues Management/Role Play	20%
Speech: Written and Oral	25%
Communications Plan	<u>30%</u>
	100%