Public Relations 4407

"Public Relations & the Community"

Course Materials

September - December, 2001

Section 2

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Course Overview

Public Relations 4407 is an examination of the management of an organization's public relations program as a function of its social responsibility — i.e. its contract with its community where the term community is defined broadly. We begin with an examination of general management principles that are relevant to the practice of public relations. We then use these principles in an examination of social trends affecting modern organizations, their internal and external environments, the internal and external community and social responsibility. We also examine social marketing and fundraising as external communication functions. The process of the course requires students to examine and solve cases. As this is a senior Public Relations course, students are expected to perform with a high level of intellectual curiosity and professionalism.
Specific Objectives

By the end of Public Relations 4407 the student will be able to:

1. identify and discuss management theories that form the basis for the modern practice of public relations.
2. use management theories as the rationale for strategic approaches to solving PR problems and capitalizing on PR opportunities.
3. discuss corporate culture and how public relations programs/strategies/campaigns must adapt to this culture.
4. discuss social trends that provide a backdrop against which organizations must define their social commitments.
5. use knowledge of an organization’s corporate culture to create a custom-designed strategic plan for public relations activities.
6. discuss the organization’s internal and external communities and how a variety of publics – including consumers/clients – play a part in these communities.
7. discuss social marketing, its relationship to the public relations objectives of an organization and its ethical implications.
8. differentiate between cause-related marketing and social marketing.
9. discuss the corporation’s responsibility in philanthropic endeavours.
10. discuss fund-raising as an external communication function of non-profit organizations.

Student Responsibilities

The student is responsible for the following:

1. these rules: show up, pay attention, be honest and do more than the minimum.
2. completing assignments by deadline. Assignments are due at the beginning of class on
the date assigned. Late assignments will lose one full letter grade per day (including weekend days and including the date of submission). After 5 days, the assignment will be worth zero (0). In any case, however late, a suitable assignment must be submitted to pass the course. If you are going to have difficulty meeting a deadline, discuss it with me and we may be able to make some mutually acceptable arrangements (depending upon the circumstances).

3. using a word processor and laser printer for all assignments.

4. following APA style and departmental guidelines for academic assignments.

5. reviewing the university regulations regarding plagiarism and cheating. These regulations will be strictly enforced. "Correct use of language is one of the criteria included in the evaluation of all written assignments."

Marking Scheme

* Unless otherwise noted, assignments are due at the beginning of class on the assigned due date.

1. **Academic research paper** (2800-3000 words) 20%
   Section 1 - due October 16
   Section 2 - due October 18

2. **Client-based, strategic Public Relations plan**
   
   **Part 1: Plan proposal**
   Section 1 - due October 2
   Section 2 - due October 4

   **Part 2: Completed plan**
   Section 1 - due November 6
   Section 2 - due November 1

   **Part 3: Presentation of Plan**
   As scheduled in class Nov. 1 - 15

3. **P.R. Strategy Game & Play Test** 25%
   Games due November 19 by noon; testing as scheduled Nov. 20 - 29
**Required Textbook**


**Required Manual**

Parsons, P. (2000). *A manager’s guide to PR projects: A workbook.* (You will already have this if you took PBRL 2200 since January, 2000, otherwise you’ll need a copy to complete your assignments).

**Other Course Costs**

The game development assignment generally requires an outlay of money which has ranged from $25 to $100 per team. It is up to each team to decide a reasonable budget for this assignment and to spread around the expenses accordingly. It is also necessary for the team to decide who will be the eventual owner of the actual materials in the end.

**Other Reading**

You may find the following resources helpful in the planning for and development of your academic papers:


**Course Prerequisite**

The prerequisite for Public Relations 4407 is Public Relations 2200 (formerly PRL 200). It is the student’s responsibility to ensure that she or he has the necessary prerequisite. Any student who has not completed the appropriate prerequisite will be dropped from the registrar’s list.

*PBRL 4407 / Course Syllabus / 2001*
# Public Relations 4407

## Tentative Schedule

September-December, 2001

**Section 2**

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Related Reading</th>
<th>Assignment Due</th>
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| Sept. 6 | 1. Course Introduction  
          2. PR and Social Responsibility                      |                       |                         |
| Sept. 13| Management Concepts Applied to Public Relations           |                       |                         |
| Sept. 20| Management Theories and Principles                        | Ferguson, Ch. 1 & 2   |                         |
| Sept. 27| Corporate Culture & Planning Revisited                     | Ferguson, Ch. 3 & 4   |                         |
| Oct. 4  | Social Trends & the Psychology of Publics                  | Ferguson, Ch. 7       | Plan proposal due       |
| Oct. 11 | Community: Internal & External                             | Ferguson, Ch. 5 & 6   |                         |
| Oct. 18 | Consumer Relations: Products & Issues                      | Ferguson, Ch. 8 & 9   | Research paper due      |
| Oct. 25 | Fundraising & Donor Relations                              | Ferguson, Ch. 10 & 11 |                         |
| Nov. 1  | Client Presentations                                       |                       | Client plan due         |
| Nov. 8  | Fall Study Day - NO CLASSES                                |                       |                         |
| Nov. 15 | Client Presentations                                       |                       |                         |
| Nov. 22 | Game testing                                               |                       | Game due Nov 19         |
| Nov. 29 | Game testing                                               |                       |                         |