

MOUNT SAINT VINCENT UNIVERSITY

Public Relations 2200
"Systematic Public Relations Process"

January-April, 1999

PROFESSOR: Patricia Parsons

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OFFICE HOURS: M & F 1100-noon

CLASS TIMES: Section 1 MWF 0905-0955
Section 2 MWF 1005-1055

Course Overview

Building on the overview of public relations presented in Public Relations 1100, this course unites the theory and practice of the discipline by applying a systems framework to the process of public relations. In doing so, the terminal objective of PBRL 2200 is to develop beginning skills in public relations strategic planning and decision-making to solve public relations problems and capitalize upon opportunities. Students will focus on real client issues to develop beginning skills in the systematic approach to planning ethical public relations and will examine specific ethics issues in the field. Public Relations 2200 is the first course in the series of three courses (PBRL 4407 and PBRL 4408 to follow) that develops management skills in beginning practitioners.

THE PREREQUISITE FOR PBRL 2200 IS PBRL 1100 (formerly PRL 100). IT IS THE STUDENT'S RESPONSIBILITY TO ENSURE THAT SHE/HE HAS THE APPROPRIATE PREREQUISITES FOR ALL PBRL COURSES. STUDENTS WILL NOT RECEIVE CREDIT FOR COURSES FOR WHICH THE PREREQUISITES HAVE NOT BEEN MET.

Course Objectives

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

1. utilize systems theory as a framework for the development of a conceptual paradigm for communication strategies.
2. discuss the theory and practice of public relations project planning including:
 - a) defining problems and opportunities;
 - b) defining publics and relationships;
 - c) development of messages;
 - d) development of outcome & process objectives;
 - e) evaluating communications programs.
4. define & plan a simple communications audit.
5. demonstrate knowledge of the strategic planning process by working with a client to produce a plan focussing on either a problem or an opportunity related to a single public.
5. discuss the process of persuasive communication, its uses in the development of messages in modern PR practice and its implications.
6. discuss the theoretical basis for ethical decision-making.
7. identify and discuss important current issues resulting in ethical dilemmas in the practice of public relations.
8. analyse individual ethical dilemmas in public relations practice, the analysis of which results in the solution of the problem.
9. discuss the relationship between the profession's code of ethics and the ideology of professionalism.
10. discuss how ethical public relations process contributes to the overall success of a public relations program for an organization.

Student Responsibilities

The student is responsible for the following:

1. attending class. Class attendance is compulsory. Material upon which assignments/exams are based is drawn from both required reading, and class lectures and discussions.
2. completing assignments by deadline. Assignments are due at the beginning of class on the date assigned. Late assignments will lose a full letter grade per day (including weekend days and including the date of submission). After 5 days, the assignment will receive an F. Late or not, suitable assignments 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 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

Academic Paper	30%	Due February 15
Client-based Strategic Plan (working in pairs)	30%	Due March 8
Final, Take-Home Examination	40%	Due April 19

Required Textbook

Kendall, Robert. (1997). 2nd ed. *Public relations campaign strategies: Planning for implementation*. New York: Harper Collins.

Additional Required Reading

Bivins, T. (1987, April). Applying ethical theory to public relations. Journal of Business Ethics. 6: 195-200.

Hunt, T. and Tirpok, A. (1993). Universal ethics code: An idea whose time has come. Public Relations Review. 19 (1): 1-11.

Jackson, P. (1988, October). Demonstrating professionalism. Public Relations Journal. 22-25.

Jennings, B.; Callahan, D.; Wolf, S. (1987, February). The professions: Public interest and the common good. Hastings Center Report. 17: 3-10.

Parsons, P. (1993). Framework for analysis of conflicting loyalties. Public Relations Review. 19 (1): 49-57.

Pearson, R. (1989, Summer). Albert J. Sullivan's theory of public relations ethics. Public Relations Review, XV, 52-61.

Pettit, J.; Vaughn; Pulley. (1990, summer). The role of communications in organizations: Ethical considerations. Journal of Business Ethics, 27: 233-249.

Pratt, C. (1991, March). Public relations: The empirical research on practitioner ethics. Journal of Business Ethics, 10: 229-236.

Pratt, C. and Rentner, T. (1989). What's really being taught about ethical behavior? Public Relations Review. XV (1): 53-66.

Stark, A. (1993, May-June). What's the matter with business ethics? Harvard Business Review, 71: 38-40, 43-44, 46, 48.

Suggested Reading

Books

Baumhart, R. (1968). *An honest profit*. New York: Holt Rinehart and Winston.

Christians, C.; Rotzoll, K.; Fackler, M. (1991). *Media ethics*. 3rd ed. New York: Longman.

Cutlip, S. and others. (1985). Adjustment and adaptation: A theoretical model for public relations. from *Effective public relations*. 6th ed. Englewood Cliffs, N.J.:Prentice-Hall, Inc., pp. 183-189.

Gregg, Allan and Posner, Michael. (1990). *The big picture: What Canadians think about almost everything*. Toronto: Macfarlane Walter and Ross.

Nelson, J. 1989. *The Sultans of sleaze: Public relations and the media*. Toronto: Between the Lines.

Williams, F. (1989). *The new communications*. 2nd ed. Belmont, California: Wadsworth Publishing Company.

Periodicals

Turk, J. vanSlyke. (1985). Information subsidies and influence. Public Relations Review, 11: 10-25.

Various authors. (1988, December). Special section: Business and the media- an uneasy relationship. Management Review, 77.

Wright, D. (1976). Social responsibility in public relations: A multi-step theory. Public Relations Review. 2 (3): 24-36.

Recommended Internet Sites

Purdue University On-Line Writing Lab. <http://www.spaceland.org/paradigm/docufirms.htm>

Paradigm On-Line Writing Assistant. <http://www.idbsu.edu/english/cguilfor/paradigm>
includes APA guidelines, how to outline, how to write a paper

Tentative Schedule of Classes - 1999

Date	Topic	Reading	Assignment
January 6	Intro. To the course		
January 8	"Communications that Count"	text, chapter 1	
Jan. 11, 13, 15	Systems theory and its applications		
Jan 18, 20	The Research Phase	text, chapter 2, 3	
Jan 22	A Research Tool: The Communication Audit		
Jan 25	Audits (cont'd)		
Jan 27	NO CLASS- CARITAS DAY		
Jan 29, Feb 1	Situation Analysis: Defining Problems & Opportunities		
Feb 3, 5	Situation Analysis: Defining Publics & Relationships		
Feb 8	Adapting the Plan	text, chapter 6	
Feb 10, 12	Setting Objectives	text, chapter 7, 8	
Feb 15	Evaluation	text, chapter 11, 12	PAPER DUE
Feb 17, 19	Theories of Persuasion		
Feb 22-26	FEBRUARY BREAK		
Wk of Mar 1	Persuasion (cont'd)		
Wk of Mar 8	Ethics		CLIENT PLAN DUE
Wk of Mr 15	Ethics		
Wk of Mr 22	Ethics		
Wk of Mr 29	Ethics		
Apr 2, 5	EASTER BREAK - NO CLASS		
Apr 7, 9	Review and/or catch up		
Apr 12	Take-Home Exam available		EXAM DUE APR 19

PUBLIC RELATIONS 2200

Guidelines for the Academic Paper

Thirty percent of your grade for Public Relations 2200 is based on an academic paper which is due at the beginning of class on **February 15, 1998**. As usual, the paper is to be typed, double-spaced and laser printed, 2700-3000 words (and give the word count at the end of the text- not including reference list). The style guide to be followed is that set out by the American Psychological Association which is available in the library.

Select one of the following topics as a thesis for your paper:

- ◆ Modern public relations practice requires practitioners who are more than publicists, more than journalists; they must be managers, strategists, decision-makers.
- ◆ Research in the practice of public relation is often treated as the poor relation of implementation, but without research in practice, the strategic plan will be flawed and useless to future endeavours.
- ◆ Journalists have often treated public relations practitioners as "children who have fallen from grace." The modern definition of public relations that embraces the notion of social responsibility places public relations practitioners in a more defensible ethical position than that of journalists.

Your mark will be based on the following:

1. Mechanics

- grammar, syntax, punctuation, academic writing style
- correct use of the style guide
- presentation

2. Content

- appropriate selection of content; supports thesis and relevant arguments
- accurate & complete documentation of content
- accuracy of content

3. Analysis

- an innovative and logical approach to the analysis