



"Public Relations & the Community"

Course Materials

September - December, 2001

Section 2

2 SECTION 1

Professor: P. Parsons

Office: Seton Annex #33

Phone: MSVU 457-6481; Home Office 823-1112
Fax 823-1688; e-mail: biomed@ns.sympatico.ca

Office Hours: Tuesday & Thursday before class (~ 1230-1330 hours)
Or by appointment

Class Hours: Section 1 - Tuesday, 1330-1620 hours
Section 2 - Thursday, 1330-1620 hours

Web Site: <http://professorparsons.domainvalet.com>

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.

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|----|--|-----|----------|
| 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 | | |
| | <i>Part 1: Plan proposal</i> | 15% | } 55 0/0 |
| | Section 1 - due October 2 | | |
| | Section 2 - due October 4 | | |
| | <i>Part 2: Completed plan</i> | 25% | |
| | Section 1 - due November 6 | | |
| | Section 2 - due November 1 | | |
| | <i>Part 3: Presentation of Plan</i> | 15% | |
| | 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

Ferguson, Sherry Devereaux. 1999. *Communication planning: An integrated approach*. Thousand Oaks, CA: Sage Publications.

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:

Grunig, J. (ed). 1992. *Excellence in public relations and communication management*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Heath, R. (ed). 2001. *Handbook of public relations*. Thousand Oaks, CA: Sage.

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.

Public Relations 4407

Tentative Schedule
September-December, 2001

Section 2

Date	Topic	Related Reading	Assignment Due
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		