

## **COM301e Public Relations**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

### **Synopsis:**

COM301 Public Relations aims to equip students with the necessary conceptual knowledge and skills as well as the technical know-how in recommending, implementing and evaluating effective public relations strategies in a dynamic world. As such, students will be familiarised with the various components and elements of public relations, including planning and research, communication and measurement, managing competition and influencing public opinion. The course acknowledges the changing business environment in the age of global marketing. As such, the course arms students with the different toolboxes available to a public relations practitioner in reaching both local and global audiences, including the use of social media and the internet.

Throughout the course, students are provided with real-life examples of the practice of public relations. Moreover, they are expected to apply what they learn to critique case studies as well as provide feasible solutions to public relations challenges in various contexts. Finally, students learn the foundational importance of ethics underpinning the public relations industry.

### **Topics:**

- What is Public Relations
- Managing Competition and Conflict; Internet and the Social Media
- The Public Relations Process; Research and Planning; The PR Toolbox
- Communication and Measurement; Public Opinion and Persuasion
- Reaching Diverse Audiences; Ethics and the Law
- Global Public Relations; Events and Promotions; Nonprofit, Health and Education Organisations

### **Textbooks:**

By Dennis L. Wilcox, Glen T. Cameron and Bryan H. Reber.: Public Relations: Strategies and Tactics  
11th Pearson  
ISBN-13: 9781292066264

**Learning Outcome:**

- Analyse the various public relations concepts and its key dimensions
- Examine the variety of roles public relations plays to establish and promote effective relationships with its various publics
- Apply various public relations theories
- Discuss various public relations principles
- Prepare for effective communication plans for implementation as a public relations practitioner
- Solve public relations problems and issues
- Recommend effective public relations messages for actual cases

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>