Faculty of Economics & Administrative Sciences
Course Syllabus

Course Title: Public Relations Management
Instructor:
Instructor E-mail:
Instructor Office:
Office hours:

Course Objectives

The primary objective of this course is to familiarize students with the basicconcepts and principles of public relations. It is the foundation course for other courses in public relations and a supplemental course for students majoring in communications studies. At the end of the course students should have attained knowledge and understanding of the following central concepts:

- The role and functions of public relations in an industrialized society.
- The historical evolution of public relations, career opportunities in the field, and professional/ethical/legal responsibilities.
- An understanding of public relations activity in firms, social agencies, trade organizations, government, education, sports and entertainment.
- The basic process of public relations — research, planning, communication,
- Evaluation — and the use of communications strategies to achieve organizational goals.
- Concepts of public relations, audience analyses, and persuasion.
- Practical guidelines for utilizing written, spoken, and visual techniques to reach the selected audience.

Required Text

Public Relations: Strategies and Tactics by Wilcox and Cameron (Boston: Pearson, 10th Edition, 2012.

Lectures schedule:

Week	Topics	
1, 2	WHAT IS PUBLIC RELATIONS?	CHAPTER 1
3, 4	THE EVOLUTION OF PUBLIC RELATIONS	CHAPTER 2
5	ETHICS AND PROFESSIONALISM	CHAPTER 3
6,7	RESEARCH	CHAPTER 5
8,9	PROGRAM PLANNING	CHAPTER 6
10	COMMUNICATION	CHAPTER 7
11,12	EVALUATION	CHAPTER 8
13,14	PUBLIC OPINION AND PERSUASION	CHAPTER 9
15,16	Revision & Final Exams	

Grading Criteria

First exam_____25 percent
Second exam_____ 25 percent
Class participation_____10 percent
Final examination _____40 percent