

ITEM		
1. Title of subject	PUBLIC RELATIONS	
2. Subject code	DBA 212	
3. Status of subject	Compulsory	
4. Stage	Diploma	
5. Credit Hours	Three (3)	
6. Pre-requisite	None	
7. Assessment	Coursework – 30% Class Test - 10% Presentation - 10% Assignment - 10% Final Exam - 70%	
8. Semester	Semester 6	
9. Objective of subject	Students learn to appreciate the role of PR practitioner as a professional working within legal and ethical constraints.	
10. Synopsis of subject	This unit is an introduction to public relations theory and practice pertaining to an organization's internal and external functions. Underpinnings in communication and mass communication theories are also discussed. Students will develop skills on writing PR materials particularly press release, as well as appreciate the role of the PR professional working within legal and ethical constraints.	
11. Details of subject	Contents	Hours
Week 1-2	Topic: PR AS A PROFESSION <ul style="list-style-type: none"> <li>• PR professionalism and professional status.</li> </ul>	6

	<p>Learning Outcomes: By the end of the session, students are able to predict the public relations practitioner work.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Jefkins</p>	
Week 3 - 4	<p>Topic: LEGAL ISSUES</p> <ul style="list-style-type: none"> <li>• Copyright, libel, privacy laws.</li> <li>• Interpretation of the code of professional conduct.</li> </ul> <p>Learning Outcomes: By the end of the session, students should be able to compile the legal issues that are important to Public Relations task, i.e. copyright, libel, privacy laws.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Jefkins</p>	6
Week 5 –6	<p>Topic: ETHICAL ISSUES</p> <ul style="list-style-type: none"> <li>• PR as advocacy and truth public opinion and affairs.</li> <li>• Contribution of ethical issues : service to the organisation’s publics.</li> </ul> <p>Learning Outcomes: By the end of the session, students should be able to analyse the ethical aspect of Public Relations practitioner.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Jefkins</p>	6
Week 7 - 8	<p>Topic: INTERNAL PR</p> <ul style="list-style-type: none"> <li>• Internal Marketing</li> <li>• Internal Communication</li> </ul> <p>Learning Outcomes: By the end of the session, students should be able to analyze the contribution of internal communication and internal marketing in organisation.</p> <p>Activity: Lecture</p>	6

	Further reading for this lesson: Jefkins	
Week 9 - 10	Topic: EXTERNAL PR <ul style="list-style-type: none"> <li>Identifying publics</li> <li>Press relations</li> </ul>	6
	Learning Outcomes: By the end of the session, students should be able to: 1) Compile information on publics and identify different segments of publics; 2) Analyse the importance of press relations.	
	Activity: Lecture	
	Further reading for this lesson: Jefkins	
Week 11 - 12	Topic: WRITING FOR MASS MEDIA <ul style="list-style-type: none"> <li>News Values</li> <li>Press Releases</li> </ul>	6
	Learning Outcomes: By the end of the session, students should be able to create press releases.	
	Activity: Lecture	
	Further reading for this lesson: Jefkins	
Week 13 - 14	Topic: CORPORATE ROLES OF PR <ul style="list-style-type: none"> <li>Corporate Image</li> <li>Identify Communication and Behaviours</li> <li>PR in corporate policy making</li> </ul>	6
	Learning Outcomes: By the end of the session, students should be able to analyse the contribution of Public Relations roles into the company corporate image.	
	Activity: Lecture	
	Further reading for this lesson: Jefkins.	
	Total	42
12. Text	Compulsory	Jefkins, F. (1998). <i>Essentials of Public Relations</i> (5 <sup>th</sup> ed.). Singapore: Heinemann Asia.

	Reference	<p>Newsom, D. A., Turk, J. V., &amp; Kruckeberg, D. (2000). <i>This is PR: The Realities of Public Relations</i> (7<sup>th</sup> ed.). Belmont, CA; Wadsworth Publishing Co.</p> <p>Cutlip, S. M., Center, A. H., &amp; Broom, G. M. (2006). <i>Effective Public Relations</i> (9<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.</p> <p>Marconi, J. (2000). <i>Public Relations: The Complete Guide</i>. Thomson Learning.</p>
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