

AL AKHAWAYN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

Version 2.0

(Last Updated Friday, 8. September 2006)

CONTACT DETAILS:

Class time: Monday, Wednesday and Friday 10.00 to 10.50
Class place: 4/101
First class: Wednesday 30th August 2006
Last class: Wednesday 13th December 2006
Total 45 classes

Supervisor: Mohammed Ibahrine
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OFFICE HOURS: Monday: 11-12 am
Tuesday: 1-4 pm
Wednesday: 11-12 am
Thursday: 1-4 pm
Friday: 11-12 am

THE AIM OF THE COURSE

The course focuses on the roles and responsibilities of public relations professionals, theories and principles of public relations and public relations programming. The goal is to help students develop the knowledge, expertise and skills that lead to professional competence in the field. In addition, the course will help you understand what public relations is. We will study the thinking involved in communicating on behalf of an organization to significant audiences such as media institutions, corporate settings, governments and non-profit organizations. The course also aims at developing students' writing skills for public relations in the areas of press releases, memos, letters and newsletters, and public service announcements for print, broadcast and online media.

THE COURSE DESCRIPTION

The course guides students in dealing with public relations problems and opportunities, including employee relations, community relations, investor and consumer relations, public issue campaigns and debates, crisis management, and ethical issues concerning the practice of public relations. The course attempts to bridge the gap between theory and practice by devoting much space to case studies. Students are expected to report on one organization or government agency of their choice and follow its strategy of public relations (through the media, interviews of PR staffers, and public opinion standing). Being aware that the press release is the most fundamental public relations document and is still the foundation of media relations, students will be asked to write a press release correct in form, content, grammar, and spelling.

COURSE REQUIREMENTS:

The lecturer will follow **lectures and seminars format**. The student's participation in class and seminar discussions is expected and encouraged and will be considered in final course evaluations (30%). Students should also be prepared, during each class session, to discuss current events and news as they relate to the subject. Each student has to present one required chapter of the textbook during the semester (20%) and one research paper 25%. Two exams, mid-term and final, will be graded the overall 25% (10%+15%).

ACADEMIC HONESTY:

If you expect others to respect you, please respect yourself. So if you feel desperate, don't make things worse by acting out of desperation: please come and talk to me about your problems before you do anything foolish. We will find a way.

READINGS:

In the practice of public relations, professionals do not skip meetings; therefore, consider yourself a professional and our class a meeting. Do not come unprepared. Do the readings *before* class and *come* to class. You will come to class having completed the assigned readings and participate fully in class discussion. I expect you to be a fully contributing member of the class by being prepared, taking responsibility for having productive discussions, helping yourself and others understand the material, and generating interesting ideas. I want to avoid the "professors teach, students learn" view of this enterprise.

Please note: The course requires a minimum of 4-6 hours of outside work per week (e.g., reading, analysis, group meetings, writing assignments).

REQUIRED READINGS

There is ONE source of reading for this course: Seitel, Fraser, *The Practice of Public Relations*, 9th Edition. Prentice Hall, 2004

TENTATIVE CLASS SCHEDULE AND READINGS

Week 1. Defining Public Relations (September 4, 6 & 8)

Required Reading: Chapter 1 in Seitel, Fraser, *The Practice of Public Relations*.

Week 2. Communication (September 11, 13 & 15)

Required Reading: Chapter 3 in Seitel, Fraser, *The Practice of Public Relations*.

Week 3. Public Opinion (September 18, 20 & 22)

Required Reading: Chapter 5 in Seitel, Fraser, *The Practice of Public Relations*.

Week 4. Research (September 25, 27 & 29)

Required Reading: Chapter 8 in Seitel, Fraser, *The Practice of Public Relations*.

Week 5. Print Media Relations (October 2, 4 & 6)

Required Reading: Chapter 9 in Seitel, Fraser, *The Practice of Public Relations*.

Week 6. Electronic Media Relations (October 9, 11 & 13)

Required Reading: Chapter 10 in Seitel, Fraser, *The Practice of Public Relations*.

MIDTERM EXAM October 18 (Wednesday)

Week 7. Employee Relations (October 18 & 20)

Required Reading: Chapter 11 in Seitel, Fraser, *The Practice of Public Relations*.

Week 8. Consumer Relations (October 23, 25 & 27)

Required Reading: Chapter 13 in Seitel, Fraser, *The Practice of Public Relations*.

Week 9. Investor Relations (October 30, November 1 & 3)

Required Reading: Chapter 15 in Seitel, Fraser, *The Practice of Public Relations*.

Week 10. Government Relations (November 6 { NO CLASS}, 8 & 10)

Required Reading: Chapter 13 in Seitel, Fraser, *The Practice of Public Relations*.

Week 11. Crisis Communication (November 13, 15 & 17)

Required Reading: Chapter 21 in Seitel, Fraser, *The Practice of Public Relations*.

Week 12. Integrated Marketing Communication (November 20, 22 & 24)

Required Reading: Chapter 20 in Seitel, Fraser, *The Practice of Public Relations*.

Week 13. Public Relations Internationally and Across Cultures (November 27, 29 & December 1)

Required Reading: Chapter 16 in Seitel, Fraser, *The Practice of Public Relations*.

Week 14. Public Relations and Social Software (December 4, 6 & 8)

Required Reading: Chapter 19 in Seitel, Fraser, *The Practice of Public Relations*.

Week 15. The Golden Age And FUTURE PROSPECTS (December 11)

Required Reading: (to be determined)

FINAL EXAM December 13 (Wednesday)