



SYLLABUS PUBLIC RELATIONS 2

PURPOSE

The purpose of the second level of the Public Relations course is to build on the course work covered in Public Relations I, with a view to moving the successful candidate further up the ladder leading to qualification as a professional public relations practitioner. The second-level course is designed to give students an appreciation of, and the ability to work within, a serious management discipline. It aims to show students that the practice of public relations involves a complex application of scientific principles which demands approaching communication problem-solving in a systematic, disciplined and logically progressed manner.

OBJECTIVES

- To carry out a range of communication tasks involving the analysis, contextualisation and synthesis of written material dealing with actual communication problems, using the basic principles and ideas learned at Level I
- To utilise public relations principles and techniques in a practical way that will help solve particular communication problems.
- To assist in practical application of the basic concepts and principles, through creative use of ordinary channels and media of communication
- To construct a base for the more advanced study of the discipline in Level III.

Important note:

The fact that public relations practice is a recognised profession also implies that successful completion of each stage of the IAC public relations curriculum a high degree of maturity and sophistication. Moreover, a pass at any level of the course is, in effect, a guarantee to a prospective employer that the candidate concerned has reached a particular level of professional competence. This competence will allow him or her to work effectively as a public relations operative in a business or other organisational environment.

It is for this reason that supplementary practical tuition by trained practitioners in how to arrange press conferences, special events, exhibitions, seminars and conferences, as well as in the use of other communication media is considered to be vital.

RECOMMENDED TEXTBOOKS

Handbook of Public Relations, by Skinner and Von Essen Latest Ed. Oxford University Press
Principles of Public Relations by DA Varley: Future Managers
Understanding Public Relations, by R C Krause: David Philip.
(Effective Public Relations, Cutlip and Center: (Latest ed.) Prentice-Hall

SYLLABUS

Section one: Public relations planning

The student is required to plan a public relations programme for any given situation. This implies being able not only to interpret case material reasonably accurately, but also being able to show the reasoned and

systematic application of principles and techniques in solving the communication problem inherent in the material presented.

- 1.1 Defining aims and objectives.
- 1.2 Determining target public.
- 1.3 Using opinion surveys to determine corporate image.
- 1.4 Planning strategies
- 1.5 Media and technique selection.
- 1.6 Budgeting and costing.
- 1.7 Implementing the programme.
- 1.8 Evaluation of the programme.
- 1.9 Revision of the programme.

Section two: Public relations research

The student must be able to summarise the various methods open to public relations practitioners to objectively measure how particular target publics regard an organisation. In addition, the reasons for conducting research, both before a public relations programme has been planned (to help determine what the programme needs to address), as well as after the programme has been implemented (to measure its effectiveness in changing attitudes) must be illustrated. The student must also be able to explain how to work with specialist research companies.

- 2.1 Opinions, attitudes and beliefs.
- 2.2 Attitude formation.
- 2.3 Conducting attitudinal surveys:
 - * Informal methods
 - * formal methods
- 2.4 Evaluation of public relations programmes:
 - * effectively diagrams
 - * benchmark technique
- 2.5 Revision of programme.
- 2.6 Progress reports.

Section three

Public relations practice

The student is required to distinguish clearly between the advantages and disadvantages of the independent private practitioner and the practitioner employed by the organisation concerned.

- 3.1 The independent consultancy.
- 3.2 The in-house department.

Section four: Budgeting and costing

Students are required to be able to explain how to estimate the cost of the various aspects of the public relations function, from the setting up of the in-house department, through working with an independent consultancy to the manpower and money requirements for implementing public relations projects and programmes. They do not need to be able to assign monetary values to the items on a budget, but they must be aware of how to structure a budget to reflect all expense items (and income items, if applicable).

- 4.1 Difference between PR budget and advertising budget.
- 4.2 Costing for an internal department.
- 4.3 Costing for an external consultancy.
- 4.4 Costing out films, house publications, press receptions, plant tours etc.
- 4.5 Systematic costing principles.

Section five: Public relations in practice

Students are required to be able to explain the different nature relation's practice in different types of organisation, in terms of the variety of social and economic contexts in which organisations operate.

- 5.1 Public relations in non-profit organisations:
 - * problems and publics of educational, welfare and service organisations
 - * membership drives

- * fundraising programmes
 - * conducting educational programmes.
- 5.2 Public relations in profit-oriented organisations:
- * selling public relations to management
 - * public relations in support of marketing
 - * implications for the personnel, finance, administration, and production functions
 - * contributing to the profit motive
 - * employee relations
 - * shareholders
 - * dealer relations
 - * financial constituency
 - * social responsibility
 - * launching and promoting a product
 - * plant opening
 - * labour unrest
 - * operating an overseas company in South Africa.
- 5.3 Public relations in the public sector:
- * national level
 - * regional level
 - * municipal level (with particular reference to the metropolitan councils and local councils in major urban areas and the regional councils and local councils in peri-urban and rural areas.)
- 5.4 Promoting South Africa abroad:
- * official agencies
 - * independent agencies
 - * private enterprise.

Section six: Case studies/Practical work

It is recommended that teaching outlets should approach recognised public relations professionals to assist in the provision of case material for adaptation to tutorial purposes.

EXAMINATION

The examination consists of six questions. Question One is compulsory and is based on a case study which students are required to analyse in order to perform five clearly specified written tasks.

The question is worth 50 marks. Students are then presented with a choice of one of two questions from each of five sections:

- Section A: Public relations research
- Section B: Public Relations practice
- Section C: Public relations in practice
- Section D: Public Relations in the Public/private sector

Each of these questions is worth 10 marks and consists of a mini-case, once again requiring the completion of a specific written task.

An overall pass mark of 50% is required, with a sub-minimum of 50% for each question. It is important to note that it is essential for candidates to answer the compulsory question, as well as one question from each of the other five sections listed. In the event of a student answering two questions from one section, only the first answer presented from that section would be evaluated to determine the total mark. Even if the total achieved from only four questions from Sections A to E are 50%, the candidate will fail the examination.