



## SYLLABUS (2003)

### 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 1
- 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:**

Because public relations is a sophisticated professional discipline, it demands a very high level of proficiency in reading, understanding and writing clear, coherent English (or Afrikaans). The discipline also requires the ability to think logically and to methodically apply concepts and principles to solving problems.

The fact that public relations practice is a recognised profession also implies that successful completion of each stage of the IAC public relations curriculum demands 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 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

It should be noted that these are listed in order of priority. Although references have been given for relevant sections in all three texts, diligent study of the first only should equip the student to successfully handle the examination.

Handbook of Public Relations, by Skinner and Von Essen 6<sup>th</sup> Ed. Oxford University Press Principles of Public Relations by DA Varley: Future Managers 2001 (Supplementary textbook)

**Understanding Public Relations**, by R C Krause: David Philip. 1997 (Preferred supplementary textbook).  
**Effective Public Relations**, Cutlip and Center: (8<sup>th</sup> ed.) Prentice-Hall. (Supplementary textbook).

#### **Important note**

It should be noted that, in the nature of public relations practice, it is impossible for any textbook to cover aspect of the syllabus in detail. Tutors are expected to take account of this and to supplement the text with material from professional journals, from their own experience and/or lecturers and workshops involving professional practitioners. IAC examiners' reports are another important source of tutorial material.

## **SYLLABUS**

### **Section one: Public relations planning (40%)**

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.

**Textbook:** *Skinner and von Essen, Chapters 1 to 31 with special reference to Chapter 10-14; the South African Case studies in Part IV*  
*Krause, Chapters 4-12; Section 3: Chapters 13 and 14*  
*Cutlip and Center, Chapters 7 to 10*  
*Varley, Chapter 3 – a case study is illustrated in a step by-step process.*

### **Section two: Public relations research (10%)**

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.

**Textbook:** *Skinner and von Essen, Chapter 3, 4, 27, 31*  
*Krause, Chapter 4*  
*Cutlip and Center, Chapter 7*  
*Varley, Chapter 3*

**Section three Public relations practice (10%)**  
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.

**Textbook:** *Skinner and von Essen, Chapter 2*  
*Cutlip and Center, Chapter 2*

**Section four: Budgeting and costing (10%)**  
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.

**Note:** Although this aspect is especially covered only in Cutlip and Center (pp175 – 179), commonsense principles can be applied. It stands to reason that each element of a public relations programme, including research, evaluation and provision for contingencies (usually about 10% of the total expenditure) can easily be identified and listed. Under no circumstances will students be expected to provide any kind of figures.

**Section five: Public relations in practice (15%)**  
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.

**Textbook:** *Skinner and von essen, Chapters 15-31*  
*Krause, Chapter 13*  
*Cutlip and Center, Chapters 18-24*

#### **Section six: Case studies/Practical work**

**(15%)**

Students need practice in handling case material. A careful study in Chapter 32 in Skinner and von Essen and Chapter 13 in Krause will provide models of specific public relations programmes based on section 5. However, it is strongly recommended that, for further useful insight into the process, reference should be made to past papers to *Public Relations II* and *Public Relations III*, together with the relevant examiners' reports. Reference to both local and overseas public relations journals will provide further examples of public relations in practice.

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
- Section E: Promoting South Africa abroad

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.

Although students are not penalised for language or spelling errors, it is important to remember that public relations are essentially a communication discipline. Reference should be made once again to the important note highlighted in the section on learning objectives.

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