



## SYLLABUS

### PUBLIC RELATIONS 3

#### PURPOSE

This purpose of the third level of the Public Relations course is to build on the course work covered in Public Relations II with a view to moving the successful candidate further up the ladder leading to qualification as a professional public relations practitioner. It is designed to give students the ability to work within a serious management discipline to produce workable public relations plans, by putting into practice the complex application of scientific principles which underpin the public relations approach to solving communication problems in a systematic, disciplined and logically progressed manner.

#### OBJECTIVES

- To carry out a range of planning tasks involving the analysis, contextualisation and synthesis of written material dealing with actual communication problems
- To devise an integrated, *executable* public relations plan using the principles and ideas learned at Level one and applied at Level two.
- To build on basic concepts and principles with a view to their practical application, through creative use of ordinary channels and media of communication

Note: Tutorial exercises are exceptionally important in giving students the practice required to be able to apply theoretical principles and knowledge to the preparation of workable public relations plans relating to particular situations and circumstances.

#### PRESCRIBED TEXTBOOK

**Handbook of Public Relations**, by Skinner, Von Essen and Mersham (6<sup>th</sup> ed) Oxford University Press 2001 or (5<sup>th</sup> ed) Thomson

**Understanding Public Relations**, by RC Krause: David Philip, 1997

#### RECOMMENDED TEXTBOOKS

**Effective Public Relations**, by Cutlip, Center and Broom (7<sup>th</sup> or 8<sup>th</sup> ed.) Prentice-Hall

#### Important note

In addition to the prescribed texts, it is important to consult IAC examiners' reports for previous Public Relation III examinations, as well as professional public relations journals such as **PR and Communications Africa**, P O Box 387 Crameview 2060 (Tel: 011 706 4978, Fax: 011 706 22317)

**Management Today**, P O Box 2239 Northcliff 2115 (Tel: 011 888 61 88011, Fax: 888 2281)

**African Business**, Private Bag X2821 Cresta 2118 (Tel: 011 485 3576, Fax: 886 8484)

Copies should be available (or might be ordered on inter-library loan) at most libraries.

**SYLLABUS****Section one: Public Relations problems areas****10%**

The following topics need not be studied in great detail. However, students will be expected to relate relevant aspects of the way their particular society is structured, as well as how it functions, to the case study presented in the examination.

- 1.1 Sociological perspectives: man and his environment
  - Work, organizations and society
  - Communicating with employees
- 1.2 Socio-economic implications for public relations
  - demographics
  - labour and its organizations
  - first world/third world influences
  - intercultural implications
  - influence of general economic conditions on public relations programmes
  - politicization of business

**Textbook:** *Skinner, von Essen and Mersham* (5<sup>th</sup> ed), Chapters 28 to 31 or (6<sup>th</sup> ed) Chapters to 30 and also Part IV  
*Krause*, Chapter 1, Chapters 13 and 14  
*Cutlip*, Chapters 5, 7, 10, 14 and 17

These text readings should be supplemented by reference to material from contemporary financial and business journals.

**Section two: Public Relations and the mass media****(50%)**

Students are required to demonstrate the ability to *appropriately* use various media of mass communication in the execution of a particular public relations plan. These include not only the public print and electronic media (newspapers, TV, radio, consumer, trade and technical journals) but also those media that can be directly employed by an organisation in its own capacity (corporate advertising, house journals, exhibitions, conferences, audio-visual presentations, social responsibility programmes, etc)

- 2.1 Public relations and mass communication organizations
- 2.2 Media selection

**Textbook:** *Skinner, von Essen and Mersham* (5<sup>th</sup> ed) Chapters 11 to 26 with special reference to Chapter 11 to 14 and Part IV; (6<sup>th</sup> ed) Chapters 11 to 25 especially, 12 to 15  
*Krause*, Chapters 7 to 13  
*Cutlip*, Chapters 9, 16 and 17

**Section three: Corporate/institutional advertising****(10%)**

Candidates need not study this aspect in great detail, but be able to demonstrate that corporate advertising may be effectively employed as part of an overall public relations plan.

- 3.1 Difference from product advertising
- 3.2 Objectives of corporate/institutional advertising
- 3.3 Forms of corporate/institutional advertising

**Textbook:** *Skinner, von Essen and Mersham*, Chapter 5 (5<sup>th</sup> or 6<sup>th</sup> ed)  
*Krause*, Chapter 7  
*Cutlip*, Chapters 14 and 16

**Section four: Case Study – Tutorial Recommendations**

Students need considerable practice in handling case material. A careful study of the cases in *Skinner, von Essen and Mershan* and Chapter 13 in *Krause* will provide some. However, it is strongly recommended that, for further useful insight into the process, reference should be made to past papers of *Public Relations II* and *Public Relations III*, together 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 recognized public relations professionals to assist in the provision of case material for adaptation to tutorial purposes.

In addition to advanced case studies on the work covered in Public Relations I, II and III, a minimum of at least two projects should be completed in terms of one of the following options:

**Tutorial recommendations**

- 4.1 Institutional public relations: Educational institution or welfare/voluntary organisation
- 4.2 Public relations in the private sector: Commerce or industry, hotel and restaurant trade, holiday resorts.
- 4.3 Public relations in the public sector: Central government, local government or municipal government or politics
- 4.4 Public relations for communication institutions: Radio, television, press, telecommunications

**Examination**

The examination consists of a suitable case study, chosen from the three presented. Candidates are expected to present a planned, workable public relations programme demonstrating the ability to apply the principles and ideas learned at Levels I and II. It should be noted that the plan should be properly structured to clearly reflect:

- Analysis of the problem situation
- Definition of objectives
- Formulation of messages
- Identification of target publics
- Action plan
- Budget
- Evaluation and revision

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