

# City University of Hong Kong

## Information on a Course offered by Department of Media and Communication with effect from Semester A in 2009/ 2010

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### Part I

**Course Title:** Public Relations Strategies

**Course Code:** COM5402

**Course Duration:** 1 semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Prerequisites:** Nil

**Precursors:** Nil

**Equivalent Courses:** Nil

**Exclusive Courses:** Nil

### Part II

#### Course Aims

This course aims to identify the most important/significant issues and public relations strategies used in corporate communication via review of the body of knowledge on public relations and corporate communication, including scientific literature in management, communication, and the social sciences. In particular, the roles played by communication specialists in strategic planning and decision-making process are carefully analyzed. Moreover, in response to the current trends in marketing communication, the utilities of new media are emphatically examined. The subject

presents foundations for graduate-level critical thinking about the integrated nature of communication in contemporary organizations.

### Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	identify and define the most important issues/strategies that affect corporate communication and public relations practices;	20%
2.	master and be able to apply relevant public relations theories/principles/concepts/strategies in analyzing and dealing with corporate PR problems/issues; and	30%
3.	use descriptive, analytical, and critical thinking abilities to examine how contemporary organizations build up their public relations strategies, set up their PR goals, and organize their PR activities for them to be effective; and	20%
4.	plan, design and implement corporate public relations strategies for chosen organizations	30%

### Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	TLAs	Hours/week (if applicable)
1, 2	Lectures and discussion	9 weeks
3	In-class discussion and case studies	2 weeks
4	Lecture and project	2 weeks

### Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
1, 2	One quiz, 2 hours	35%	
3	Exercises	20%	
4	Group project	35%	
1,2,3,4	Attendance and participation	10%	

**Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught

Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-...F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together.

More specific grading criteria for selected assessment tasks/activities are as follows:

### Grading of Student Achievement

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of original thinking, good organization, capacity to analyze and synthesize, superior grasp of subject matter, and evidence of extensive subject knowledge base, as demonstrated in project, quiz, case analyses, and participation in in-class discussion (with a total score of 90-100 weighted points) .
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability, reasonable understanding of issues, and evidence of familiarity with the relevant literature, as demonstrated in project, quiz, case analyses, and participation in in-class discussion (with a total score of 80-89 weighted points) .
C+ C C-	2.3 2.0 1.7	Adequate:	Evidence of basic understanding and ability to analyze and apply relevant theories and principles, as in demonstrated in project, quiz, case analyses, and participation in in-class discussion (with a total score of 70-79 weighted points).
D	1.0	Marginal:	Evidence of sufficient familiarity with the basic principles and skills in developing public relations strategies, as demonstrated in project, quiz, case analyses, and participation in in-class discussion (with a total score of 60-69 weighted points).
F	0.0	Failure:	Little evidence of familiarity with the subject matter, weakness in critical and analytic skills, limited, or irrelevant use of literature, as demonstrated in project, quiz, case analyses, and participation in in-class discussion (with a total score of 59 or lower weighted points) .

### Part III

## **Keyword Syllabus**

Corporate communication, public relations strategies, branding, corporate image/identity/reputation, investor relations, employee communication, external communication, issue management, integrated marketing communication, corporate social responsibility, government affairs, corporate communication plan, international public relations, research and measurement

## **Recommended Reading**

### **Text(s)**

1. Oliver, Sandra (Ed.). (2007). *A Handbook of Corporate Communication and Public Relations*. Routledge: Taylor & Francis Group.
2. Harvard Business School Press (2006). *Essentials for Corporate Communications and Public Relations*. Boston, Mass.: Harvard Business School Press.

### **Online Resources**

1. [www.cprfhk.org](http://www.cprfhk.org)
2. [www.iabc.com](http://www.iabc.com)
3. [www.prfirms.org](http://www.prfirms.org)
4. [www.iccopr.org](http://www.iccopr.org)
5. [www.chspra.com](http://www.chspra.com)
6. [www.prpa.com.hk](http://www.prpa.com.hk)
7. [www.chinapr.com.cn](http://www.chinapr.com.cn)
8. [www.home.kimo.com.tw](http://www.home.kimo.com.tw)
9. [www.cipra.org.cn](http://www.cipra.org.cn)

### **Other References**

1. Krishnamurthy Sriramesh (Ed). (2004). *Public Relations in Asia: An Anthology*. Thomson.
2. James E. Grunig & Larissa A. Grunig (1992). Models of Public Relations and Communication. In James E. Grunig (Ed.), *Excellence in Public Relations and Communication Management*. Lawrence Erlbaum Associates.
3. Jon White & David M. Dozier (1992). *Public Relations and Management Decision Making*.

- In James E. Grunig (Ed.), *Excellence in Public Relations and Communication Management*. Lawrence Erlbaum Associates.
4. James Grunig (2001). Two-way Symmetrical Public Relations: Past, Present, and Future. In Robert L. Heath (Ed.), *Handbook of Public Relations*. SAGE Publications.
  5. Dean Kazoleas & Alan Wright (2001). Improving Corporate and Organization Communications: A New Look at Developing and Implementing the Communication Audit. In Robert L. Heath (Ed.), *Handbook of Public Relations*. SAGE Publications.
  6. James E. Grunig (1992). Symmetric Systems of Internal Communication. In James E. Grunig (Ed.), *Excellence in Public Relations and Communication Management*. Lawrence Erlbaum Associates.
  7. Kathleen Fearn-Banks (2001). Crisis Communication: A Review of Some Best Practices. In Robert L. Heath (Ed.), *Handbook of Public Relations*. SAGE Publications.
  8. Katherine N. Kinnick (November 2003). How corporate America grieves: responses to September 11 in public relations advertising. *Public Relations Review*, Vol. 29.
  9. Srishnamurthy Sriramesh & Dejan Vercic (2003). The theoretical framework for global public relations research and practice. In Srishnamurthy Sriramesh & Dejan Vercic (Eds.), *The Global Public Relations Handbook: Theory, Research, and Practice*. LEA.
  10. Ni Chen & Hugh Culbertson (2003). Public relations in mainland China: An adolescent with growing pains. In Srishnamurthy Sriramesh and Dejan Vercic (Eds.), *The Global Public Relations Handbook: Theory, Research, and Practice*. LEA.
  11. Juan-Carlos Molleda & Candace Quinn (2004). Cross-national conflict shifting: a global public relations dynamic. *Public Relations Review*, Vol. 30.
  12. Roger Fairchild (May-June 2004) Customer respect: building a better Web site. *Rural Telecommunications*, v23 i3, p24(5).
  13. Kenneth D. Day, Qingwen Dong, & Clark Robins (2001). Public Relations Ethics: An Overview and Discussion of Issues for the 21<sup>st</sup> Century. In Robert L. Heath (Ed.), *Handbook of Public Relations*. SAGE Publications.
  14. 郭惠民主編 (1998)。當代國際公共關係 (第二版)。上海復旦大學出版社。
  15. 肖鵬軍主編 (2006)。公共危機管理導論。中國人民大學出版社。
  16. 陳福今、唐鐵漢主編 (2008)。中國的公共危機管理。外文出版社。
  17. 林靜伶、吳宜蓁、黃懿慧 (1996)。公共關係。臺北：空中大學出版社。

18. 張依依 (2007) 。公共關係理論的發展與變遷。合肥：安徽人民出版社。
19. 吳友富、陳霓 (2006) 。整合行銷。上海外語教育出版社。
20. 陳家華、陳霓 (2006) 。廣告公關新思維——與香港業界對話。香港城市大學出版社。