

COM2402: PRINCIPLES OF PUBLIC RELATIONS

Effective Term

Semester B 2025/26

Part I Course Overview

Course Title

Principles of Public Relations

Subject Code

COM - Media and Communication

Course Number

2402

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN2811 Introduction to Public Relations

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with the knowledge necessary for the practice of public relations, examine the basic concepts and principles of public relations practice. discover the underlying values and premises of public relations

practice and the challenges of public relations practice in the face of globalization analyse the interaction and dynamics between the organization and its various stakeholder groups evaluate critically the practice of public relations in Hong Kong and elsewhere

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discuss the modern public relations practice regarding its roles/functions, process, etc. in different sectors of societies	10	x	x	
2	Assess the role of public relations in action, analyze the strengths and weaknesses of public relations practice, relate this to the modern society and reflect on the dynamics and challenges faced by practitioners	20		x	x
3	Evaluate critically strategies and tactics used in public relations programs and generate new ideas for strengthening mutually beneficial relationships among and between stakeholders and publics	30	x	x	x
4	Demonstrate written/spoken/visual communication skills to reach selected stakeholders	20		x	x
5	Apply the basic concepts and knowledge in analyzing real-life cases	20	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Students will acquire knowledge of the basic concepts/principles, history, process, and practice of public relations.	1, 2, 5	3 hours/week x 9
2	Discussions	Students will appraise the ethical and legal responsibilities that PR professionals carry with them.	1, 2, 4	3 hours/week x 2

3	Role-play Exercises	Students will hone basic skills in communicating with different stakeholders via the use of various techniques and media channels generate new ideas on selected topics in which they will conduct research and analysis.	2, 3, 5	3 hours/week x 1
4	Case studies	Students will develop analytical and critical thinking abilities Compose a group report of 2500-2000 words.	3, 4, 5	3 hours/week x 1

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Quizzes: Assessment will be based on the extent to which students describe learned knowledge both correctly and analytically. More specifically: - multiple-choice questions on the subject knowledge - short essays on the ability to apply the learned knowledge when addressing related issues as well as their ability to generate innovative ideas and critical interpretation of public relations issues	1, 2, 3, 4, 5	45	-	No

2	Class Participation: Students' active participation in tutorial discussion through providing examples, synthesizing, analyzing, appraisal, and reflecting on other students' responses would facilitate the group learning process.	1, 2, 3, 4, 5	20	-	Yes
3	Case Study: Assessment will be based on the extent to which students apply major concepts and theories in analyzing and synthesizing the case and come up with possible solutions to the problem(s) identified. Students will select a recent PR case from either local or international arena, integrate the relevant subject knowledge, construct the main ideas of their research, and answer questions raised in class.	1, 2, 3, 4, 5	35	-	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Quizzes

Criterion

Demonstrating knowledge of public relations principles, processes, ethics, professionalism, departments, firms, research, planning, evaluation, technology, materials, and applications in various types of organizations, etc.

Excellent (A+, A, A-)

Demonstrating excellent knowledge of the course materials

Good (B+, B, B-)

Demonstrating good knowledge of the course materials

Fair (C+, C, C-)

Demonstrating moderate knowledge of the course materials

Marginal (D)

Demonstrating basic knowledge of the course materials

Failure (F)

Failing to demonstrate knowledge of the course materials

Assessment Task

Case Study

Criterion

Ability to assess the strengths and weaknesses of a public relations program, critically evaluate its impact with regards to the contemporary context in which the case is situated, and gain insight from a variety of credible sources.

Excellent (A+, A, A-)

Strong evidence of ability to analyze a public relations case

Good (B+, B, B-)

Adequate evidence of ability to analyze a public relations case

Fair (C+, C, C-)

Moderate evidence of ability to analyze a public relations case

Marginal (D)

Limited evidence of ability to analyze a public relations case

Failure (F)

Failing to analyze a public relations case

Assessment Task

Class Participation

Criterion

Attending lectures and actively participating in in-class discussions and activities

Excellent (A+, A, A-)

Highly active participation in in-class discussions and activities

Good (B+, B, B-)

Adequate participation in in-class discussions and activities

Fair (C+, C, C-)

Moderate participation in in-class discussions and activities

Marginal (D)

Basic participation in in-class discussions and activities

Failure (F)

No participation in in-class discussions and activities

Part III Other Information**Keyword Syllabus**

Principles and practices of public relations, international public relations, government public relations, corporate public relations, public relations in NPOs, persuasive communication, crisis communication, audience research, campaign planning, legal and ethical responsibilities and obligations.

Reading List**Compulsory Readings**

	Title
1	Cutlip, S, Center, A and Broom, G (2004) Effective Public Relations. (9th ed.). Prentice Hall.
2	L'Etang, J (2008). Public Relations: Concepts, Practice and Critique. Sage Publications
3	Seitel, F. P. (2007). The Practice of Public Relations (10th ed.). Upper Saddle River, New Jersey: Prentice Hall.
4	Watson, T and Noble, P (2007) Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation (2nd ed.). Kogan Page.
5	Wilcox, Cameron, Ault and Agee (2012). Public Relations: Strategies and Tactics (10th ed.). Allyn & Bacon.
6	Students should take advantage of the university library' s collection on the following publications: Journal of Public Relations Research, Public Relations Journal, Public Relations Review, Public Relations Tactics, Public Relations Quarterly, PR Reporter (a weekly newsletter), and other related journals.

Additional Readings

	Title
1	Council of Public Relations Firms of Hong Kong : www.cprfhk.org
2	International Association of Business Communications : www.iabc.com
3	Council of Public Relations Firms : www.prfirms.org
4	International Communications Consultancy Organisation : www.iccopr.org
5	PR Newswire : www.prnewswire.com
6	PR Week : www.prweek.com