

SYLLABUS

1. COURSE INFORMATION

- 1.1 Course title: **PUBLIC RELATIONS** Course code: BADM3305
1.2 Provided by: School of Advanced Study
1.3 Credits: 03
Self-study hours: 90 hours

2. COURSE OVERVIEW

The Public relations course is designed as a general course for the Business Administration bachelor program. This course equips students with general knowledge of the following issues: definitions of public relations, ways to build and maintain relationships with publics including investors, governmental officials, community officials, customers, suppliers, media people, employees, etc. This course will help students to understand what is a crisis for an organization and how to overcome it in order to maintain organizations' reputation. This also helps students to understand about public relations industry and how to become a public relations professional.

3. TEACHING OBJECTIVES

3.1. General objectives

The general objective of this course is to equip students with knowledge of public relations to conduct a strategic public relations plan for organizations including profit and non-profit organizations. Depending on separate programs, students can build a strategic plan and select suitable tactics. Students can use their public relations knowledge to enhance and protect organizations' images and reputation effectively.

3.2. Specific objectives:

3.2.1. Knowledge

By the end of this course students should be able to:

- demonstrate an understand of public relations
- understand the activities and functions of public relations within the varied roles of public relations practice and the values that underpin practice
- understand the fundamental importance of ethics to the study and application of professional public relations
- understand the role of research in effective public relations practice

- recognize some of the realities and challenges of professional public relations practice
- understand the differences between internal and external publics and audiences
- identify and understand how a range of external forces, including conflict, crisis, corporate social responsibility, affect the practice of public relations
- understand the role of corporate public relations in contemporary organization
- describe the major tactics used within public relations and in what settings they might be useful.

3.2.2. Skills

This course equips and educates students with the skills of thinking, debating, discussing and discussing topics, both theoretically and practically, which relate to the public relations in the world and in Vietnam

3.2.3. Attitudes

The course will provide students with an overview of public relations and practitioners in the industry, thereby helping students to orient themselves for future careers. Thus, this subject will contribute to this gradual change in student attitudes from passive to active learning, from receptive thinking to analytical and critical thinking, and from observation and settlement thinking, from listening to thinking and explaining.

4. TEACHING CONTENTS

No	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
1.	MODULE 1: UNDERSTANDING PUBLIC RELATIONS	-Definition of PR -The nature of PR -PR, Advertising and Marketing -Law and ethics in PR -PR in Vietnam: History in the making -Case-study Discussion	8	8			Chapter 1,4,5
2.	MODULE 2: PUBLIC RELATIONS RESEARCH	-Defining PR problems -Evaluation PR effectiveness -Case-study Discussion	4	4			Chapter 11, 14, TLHT1

No	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
3.	MODULE 3: PLANNING AND PROGRAMMING	-Planning for PR effectiveness - Case-study Discussion	4	4			Chapter 12
4.	MODULE 4: TAKING ACTION AND COMMUNICATING	-Action & Communication -Case-study Discussion	4	4			Chapter 13
5.	MODULE 5: EXTERNAL MEDIA AND MEDIA RELATIONS	- Media Relations - Media Relations in Vietnam - Case-study Discussion	4	4			Chapter 10
6.	MODULE 6: CRISIS COMMUNICATION	- Issues in PR - Crisis Communication - Case-study Discussion	4	4			
7.	MODULE 7: INTERNAL PUBLIC RELATIONS	- Employee communication - Case-study Discussion	2	2			Chapter 9
8.	MODULE 8: PUBLIC RELATIONS SKILLS	- Press Release - Exercise: Write a Press Release	2	2			Chapter 10
9	MODULE 9: PRACTICE ON THE JOB	-Organizations use PR in practice -PR practice in Vietnam -Practitioners of PR -Discussion: +Relations with government in Vietnam +How to get a PR job	4	4			Chapter 2, 3
10	PRESENTATION & REVIEW	-Presentation -Questions and Answers	9				
	TOTAL		45	45			

Note: TT: Total number of lessons; T: Theory; E: Exercises; P: Practices

5. TEACHING MATERIALS

5.1. Textbooks

(1) Broom, G. M. (2013), *Cutlip and Center's Effective Public Relations*, 11th edition, Pearson, Boston.

5.2. Supplementary Readings

(2) Van Thi Hong Loan (2014), *The nature of public relations in Vietnam*, Journal of Science, Ho Chi Minh City Open University

(3) Loan T. H. Van (2011), “*Public Relations in Vietnam: History in the making*” in *The proceedings of the International History of Public Relations Conference*, Bournemouth University, United Kingdom.

<http://microsites.bournemouth.ac.uk/historyofpr//files/2010/11/IHPRC-2011-Proceedings.pdf>

6. ASSESSMENTS

No.	Assessment details	Percentage
1	Mid-Term Exam	50%
2	Final Exam	50%
	Total	100%

7. TEACHING SCHEDULES

Week	Topic	Learning materials and activities
1	Module 1	Case study discussion
2	Module 1 (cont)	Case study discussion
3	Module 2	Case study discussion
4	Module 3	Case study discussion
5	Module 4	Case study discussion
6	Module 5	Case study discussion

7	Presentation	Reports and presentation
8	Module 6	Case study discussion
9	Module 7 & 8	Case study discussion
10	Module 9	Case study discussion
11	Review	Discussion and debates/ or Guest speaker

**BY ORDER OF THE RECTOR
AUTHORIZED BY DEAN OF THE SCHOOL
VICE DEAN OF THE SCHOOL**

(signed)

VÂN THỊ HỒNG LOAN