

THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Part I

Programme Title	: Bachelor of Science (Honours) in Executive Management
Programme QF Level	: 5
Course Title	: Public Relations Management for Educational and Non-profit Organizations
Course Code	: PUA3018
Department	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing participants with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- **Professional Excellence;**
- **Ethical Responsibility; &**
- **Innovation.**

The descriptors under these three domains are different for the three groups of participants in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

The course introduces the concepts and principles that underpin public relations management in non-profit and educational organisations by focusing on three main areas – (1) understanding human communication, (2) understanding contemporary communication environments and new media, and (3) critical analysis of the applicability and concept of strategic communication in public relations.

This course deals with the application of tools, techniques and strategies for management of public relations and public relations campaigns from an organisational perspective. The course seeks to provide students a solid foundation in the latest concepts and practices for managing traditional and emergent media platforms, media engagement strategies, information dissemination, content management and related issues. The topics to be addressed include: methods of public relations research, strategic planning, preparation of public relations materials, information dissemination and content, and the use of controlled and uncontrolled media, social marketing campaigns and media strategies for advocacy.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ demonstrate critical understanding of communication theory and its relevance to an appreciation of the complexity of human communication;
- CILO₂ critically analyse the role of public relations in the contemporary communication environment;;
- CILO₃ evaluate prospects for successful public relations campaigns in a variety of situations, in both Asian and Western contexts; and
- CILO₄ apply strategic communication strategies on public relations campaigns.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Propose appropriate communication management strategies to ensure a positive organizational reputation.	CILO ₁₋₃	<ul style="list-style-type: none"> • Lectures: Presentation and discussion of the frameworks, concepts, practices and synthesis of key references. • Individual essay • Tutorials: Students present cases relevant to current communication management issues, topics and scenarios. • Presentations: Conducting Public Relations Campaigns/Crisis Management/ Issue Management/Strategic Communication Campaign • Web and library search • Reading lecture notes and key
Develop an internal communication process aimed at keeping stakeholders informed of organization change, programmes, and plans.	CILO ₂₋₄	
Develop appropriate plans for managing organization tools in support of the communication process	CILO ₂₋₄	
Managing programmes, projects or campaigns for social or educational issues	CILO ₂₋₄	

		references.
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4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Examination: End of semester examination.	30%	<i>CILO₁₋₄</i>
(b) Class Discussion and Participation: Students are expected to read relevant readings before s/he attends the seminars and must participate actively in the discussion.	20%	<i>CILO₁₋₄</i>
(c) Group Oral Presentation and Essay: Students are expected to present a full issue management/crisis management/public relations management campaign in groups on social or educational issues, and write an essay with critical analysis and recommendations. (word limit: 1500).	50%	<i>CILO₁₋₄</i>

5. Required Text(s)

Nil.

6. Recommended Readings

Cabañero-Verzosa, C., & Garcia, H. R. (2009). *Building Commitment to Reform through Strategic Communication: The Five Key Decisions*. Washington, DC: World Bank

Conrad, C. R., & Pool, M. S. (2012). *Strategic Organizational Communication: In a Global Economy*. Chichester, UK: Wiley-Blackwell.

Coombs, W. T. (2019). *Ongoing Crisis Communication* (5th ed.). Thousand Oaks: Sage.

Doorley, J., & Garcia, H. F. (2010). *Reputation management*. New York: Routledge.

Harrison, V. (2018). Understanding the donor experience: Applying stewardship theory to higher education donors. *Public Relations Review*, 44(4), 533-548.

Moss, D., & DeSamto, B. (2012). *Public relations: A managerial perspective*. Sage: London.

Schultz, F., & Raupp, J. (2010). The social construction of crises in governmental and corporate communications: An inter-organizational and inter-systemic analysis. *Public Relations Review*, 36(2), 112-119.

Smith, R. D. (2013). *Strategic Planning for Public Relations*. New York: Routledge

7. Related Web Resources

Asian Median Information and Communication Centre: <http://www.amic.org.sg>
Chartered Institute of Public Relations: <http://www.cipr.co.uk>
Public Sector Institute: <http://www.publicsectorinstitute.net>
United Nations Public Administration Network: <http://www.unpan.org/>
Subject Guide: Communication Skills (<https://libguides.eduhk.hk/communication-skills/home>)

8. Related Journals

Journal of Communication Management
Journal of Public Affairs
Management Communication Quarterly
Public Relations Review
Strategic Communication Management
International Journal of Strategic Communication
Education Policy

9. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

10. Others

Nil