

UNIVERSITY OF SARGODHA  
DEPARTMENT OF *COMMUNICATION AND MEDIA STUDIES*

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Spring 2020

Course Title: **Public Relations II**  
Course Code: **COMS 420**  
Credit Hours: 3

Instructor: MARIAM IKRAM  
Email: mariam.ikram@uos.edu.pk

### INTRODUCTION

This course aims to introduce students to the advance concepts of Public relations and significance of persuasive writing, planning, and strategies in the field of Public Relations. In theoretical part, students will understand the diverse concepts related to the field of public relations, the principle role of research, counseling, and communication in public relations activities. Through case studies, students would be taught the primary strategic functions of developing and maintaining relations with employees, media, government, community, customers, investors and stakeholders. It aims to make students adept in both theoretical and practical aspects of contemporary public relations practices. In practical part, with an emphasis on strategic planning, thinking, and designing, students would learn how to design and produce written, spoken and visual tools in public relations practice. It would develop ability to write effectively for different audiences and genres within the public relations workplace. At the end of this course students would be able to produce an effective range of public relations materials for brand image and reputation as well as crisis management. The course is designed for the specialization class of BS program (Regular, SSI, SSII, and Ex-Lhr) enrolled in the final semester.

### PRE-REQUISITE

The students must possess basic knowledge of the Public Relations concepts which have been taught in the previous semester in the course of Public Relations I.

### COURSE OBJECTIVES

**The course aims to provide the student with following skills**

- ❖ Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news release writing, newsletters, memos, and information kits.
- ❖ Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations.
- ❖ Evaluate and analyze the ethical and legal responsibilities of the PR writer

## LEARNING OUTCOMES

- ❖ Recognize the importance of crafting and delivering a PR "message"
- ❖ Appreciate the need for prewriting, writing, and rewriting, in writing assignments
- ❖ Understand the significance of the different audiences to which PR writing is addressed
- ❖ Become familiar with a range of PR writing tools, sufficient to take part in PR planning at the entry level.
- ❖ Critically analyze public relations press releases, newsletters, brochures, speeches, and other persuasive pieces
- ❖ Develop a proficiency in the writing of public relations press releases, newsletters, brochures, speeches and other persuasive pieces
- ❖ Prepare and present orally speeches and other public relations types of presentations

## READINGS

1. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2016). *Public Relations: Strategies and Tactics*. Updated eleventh edition. ed.
2. Newsom, D., & Haynes, J. (2008). *Public Relations Writing: Form & Style* (Eighth ed.). Belmont, CA, United States of America: Thomson Wadsworth.
3. Smith, R. D. (2003). *Becoming A Public Relation Writer: A Writing Process Workbook for the Profession* (Second ed.). London: Lawrence Erlbaum Associates Publishers
4. Hendrix, J. A., Hayes, D. C., & Kumar, P. D. (2012). *Public Relations Cases*. Cengage Learning.

## CONTENTS

### PUBLIC RELATIONS-II

1. Production of Public Relations Material
  - i. Techniques for preparing tools for Printed Communication
  - ii. Preparing Media Kits
  - iii. Techniques for organizing and addressing Press conferences
  - iv. Techniques for designing tools for Graphic Communication
2. Code of Ethics in PR
3. Public Relations Campaign Design
4. Public Relations and Advertising
  - a. Techniques of producing public service messages/ ads for Print Media
  - b. Techniques of producing public service messages/ ads for Electronic Media
5. Global Public Relations
  - a. International Public Relations in new age of global marketing
  - b. International Public Relations & Diplomacy
6. Public Relations in Government and Public Affairs

- a. Public Relations by the Federal Government
  - i. Press Information Department: Structure and Functions
  - ii. ISPR: Structure and Functions
- b. Public Relations by Provincial Government
  - i. Directorate General Public Relations: Structure and Functions

COURSE SCHEDULE	
Weeks	Topics and Readings
1.	<b>Production of Public Relations Material</b> <ul style="list-style-type: none"> <li>i. Techniques of preparing tools for Printed Communication</li> </ul>
2.	<ul style="list-style-type: none"> <li>ii. Preparing Media Kits</li> </ul>
3.	<ul style="list-style-type: none"> <li>iii. Techniques of organizing and addressing a Press conferences</li> </ul>
4.	<ul style="list-style-type: none"> <li>iv. Techniques of designing tools for Graphic Communication</li> </ul>
5.	<ul style="list-style-type: none"> <li>v. Techniques of designing tools for Graphic Communication</li> </ul>
6.	Code of Ethics in PR
7.	Public Relations Campaign Design
8.	Guidelines for writing Public Relations Campaign Proposal
9.	<b>Mid Term Exam</b>
10.	Public Relations and Advertising <ul style="list-style-type: none"> <li>i. Techniques of producing public service messages/ ads for Electronic Media</li> <li>ii. Techniques of producing public service messages/ ads for Print Media</li> </ul>
11.	Global Public Relations <ul style="list-style-type: none"> <li>c. International Public Relations in new age of global marketing</li> </ul>
12.	<ul style="list-style-type: none"> <li>d. International Public Relations &amp; Diplomacy</li> </ul>

13.	Public Relations in Government and Public Affairs i. Public Relations by Federal Government  a. Press Information Department: Structure and Functions
14.	b. ISPR: Structure and Functions
15.	ii. Public Relations by Provincial Government  Directorate General Public Relations: Structure and Functions
16.	Final Term Exam

### ASSESSMENT CRITERIA

- **Mid Term/ Public Relations campaign- 30 Marks**  
Students have to design public relations tools for their public relations campaign and submit public relations campaign project report.
- **Final-Term- 50 Marks**
- **Sessional - 20 Marks**
  - **Assignments and Quizzes – 10 Marks**
  - **Class Attendance and Class Participation – 10 Marks**  
All students MUST maintain an attendance of 75% in the course

### RULES AND REGULATIONS

- All students MUST maintain an attendance of 75% in the course
- Students would not be allowed to sit in the class after ten minutes of class starting time.
- Keep your cell phones and laptops turned off during class. Be courteous to others and avoid unnecessary disruptions.
- Students are expected to participate actively in class discussions.
- Submit your assignments on time. Late submissions will not be accepted.
- All assignments must be typed (1.5 spacing; 12 point font) and proofread. Use standard formatting guidelines (choose any standard and stay consistent).
- Use emails for quick administrative communication only. For content and other course related issues, please see me after class or during office hours.
- The exams and quizzes cover everything from class lectures to assigned readings. They will have MCQs, short answer questions, and essay-based questions.
- All grades are final. Please do not expect any grace points or extra credit options.

## COURSE ETHICS

Students are expected to abide by the rules of academic and personal honesty. Serious ethical violations include cheating, plagiarism, reuse of essays, improper use of the Internet and electronic services, alteration of graded essays, forgery, lying, and unfair competition.

## TIME TABLE

Monday	<b>BS VIII</b> Regular (3 Cr Hrs)  11:00-12:30	<b>BS VIII</b> Ex-Lhr (3 Cr Hrs)  12:30-2:00	<b>BS VIII</b> SSI (3 Cr Hrs)  2:00-3:30	<b>BS VIII</b> SSII (3 Cr Hrs)  3:30-5:00
Tuesday	-do-	-do-	-do-	-do-