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<b>Faculty:</b>	Faculty of Social Sciences
<b>Department:</b>	Mass Communication
<b>Programme:</b>	B.Sc Mass Communication
<b>Course Code:</b>	MAC 115
<b>Course Title:</b>	Principles of Public Relations
<b>Units:</b>	2
<b>Course Lecturer:</b>	<b>Miss. Akinuliola Oluwakemi</b>
<b>Semester/Session:</b>	First
<b>Session:</b>	2018/2019
<b>Location:</b>	Class room

#### **A. Brief Overview of Course**

Principles, evolution, and professional practice of modern public relations. Concepts of planning and executing effective communication strategies, including message design and distribution, for any organization.

#### **B. Course Objectives/Goals**

The primary purpose of this course is to familiarize students with the basic concepts and principles of effective public relations. However, at the end of this course, students are expected to:

- Demonstrate knowledge regarding the role and function of contemporary public relations in today's society and in the global economy.
- Display understanding of the evolution of public relations throughout history, and the range of careers available in today's contemporary practice.
- Demonstrate knowledge of the basic process of public relations – research planning, communication, evaluation – and how to apply this above process to various situations.
- Demonstrate knowledge regarding the basic theories of communication/persuasion and how to apply them to specific public relations situations.

#### **C. Methods of Lecture Delivery/Teaching Aids**

- Lecture Delivery Methods
  - Interactive classroom session
  - Individual assignments
  - Lecture notes
- Teaching Aids
  - Multimedia projection

#### **D. Course Outlines**

- Modules & Details of Topics

#### **Module I: The Concept Public Relations**

**Week 1:** Definition of Public Relations, Origin of Public Relations.

**Week 2:** Qualities of a good Public Relations Practitioners. Functions of Public Relations. Components and tools of a Public Relations, some possibilities that would call for Public Relations. Role of PR in any organization.

**Weeks 3 & 4:** Top ten (10) Foundational Principles of Public relations.

Continuous Assessment One (CA1)

#### **Module II: Roles and Strategies of PR in the society**

**Week 5:** RACE (Research, Action, Communication, and Evaluation)

**Week 6:** RACE in Public Relations

**Weeks 7 & 8:** RACE and current strategies of PR in Nigeria

Mid-Semester Test

#### **Module III: Application of PR strategies to different sectors of Nigerian Environment**

**Week 9:** The different sectors in Nigeria, and how PR is applied to all sectors in Nigeria.

**Week 10:** Persuasion (Theories; Characteristics of Legitimate PR Campaign)

Continuous Assessment Two (CA2)

**Week 11:** Finding & Generating News (and Effective Media Relations). PR Trends -----  
----- (Where the Profession is headed)

**Week 12:** Revision

#### **E. Structure of the Programme/Method of Grading**

- Continuous Assessment
  - Class test/Assignments 20% Marks
  - Mid Semester test 10% Marks

- Examination 70% Marks
- |              |             |
|--------------|-------------|
| <b>TOTAL</b> | <b>100%</b> |
|--------------|-------------|

**F. Ground Rules & Regulations**

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

**G. Topics of Term Papers/Assignment/Student Activities**

- Perception of PR among Nigerians and the role of PR in Nigerian banking system.

**H. Contemporary Issues/Industry Relevance**

Public Relations will continue to be in a very high demand in industries, organizations and institutions in Nigeria. The relevance of this course is that it provides the basic knowledge of the public relations of an organization and how the public of any organization can be managed. It also introduces students to strategies on how the public can be managed and persuasion theories that can be used.

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**J. Recommended Reading/Texts**

- a. Nwocha, J. (2005). *Effective Media Relations: Issues, Strategies and Dynamics*. Lagos: Zoom lens
- b. Chile, C. T. (2011). *Marketing Foundations for Advertising and Public Relations*. Makurdi: Dinpet Media Group