

COM5402: PUBLIC RELATIONS STRATEGIES

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Public Relations Strategies

Subject Code

COM - Media and Communication

Course Number

5402

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to identify the most important/significant issues and public relations strategies used in strategic communication via review of the body of knowledge on public relations and corporate communication, including scientific

literature in management, communication, and the social sciences. In particular, the roles played by communication specialists in strategic planning and decision-making process are carefully analyzed. Moreover, in response to the current trends in marketing communication, the utilities of new media are emphatically examined. The subject presents foundations for graduate-level critical thinking about the integrated nature of communication in contemporary organizations.

Course Intended Learning Outcomes (CILOs)

| CILOs | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|---------------------|--------|--------|--------|
| 1 identify and define the most important issues/strategies that affect corporate communication and public relations practices | 20 | x | x | |
| 2 master and be able to apply relevant public relations theories/principles/concepts/strategies in analysing and dealing with corporate PR problems/issues | 30 | | x | x |
| 3 use descriptive, analytical, and critical thinking abilities to examine how contemporary organizations build up their public relations strategies, set up their PR goals, and organize their PR activities for them to be effective | 20 | | x | x |
| 4 plan, design and implement effective public relations strategies for chosen organizations | 30 | x | 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 and discussion | Lectures and discussions | 1, 2 | 10 weeks |
| 2 Exercises and case studies | Exercises in and outside class, and case studies | 2, 3 | 8 weeks |
| 3 Project and presentation | Written group project and presentation | 2, 3, 4 | 2 weeks |

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|--------------------------------|----------|---------------|--|
| 1 Two quizzes (mid-term exams) | 1, 2 | 35 | May be combined into one long quiz. |

| | | | | |
|---|--------------------------------|------------|----|--|
| 2 | Exercises | 3 | 20 | Both in and outside the classroom. |
| 3 | Group project and presentation | 4 | 35 | Written project - 25%; presentation - 10% |
| 4 | Attendance and participation | 1, 2, 3, 4 | 10 | Faithful attendance is expected; perfect attendance may be rewarded with extra points. |

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Quizzes (mid-term exams) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Demonstrate knowledge of the public relations industry and its processes and principles. Understand relevant research methods and theories that lead to effective decision-making.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Exercises and case studies (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Clearly explain the core of a PR-related problem, understand the strengths and weaknesses of a PR program based on solid research and critical thinking, and offer unique and innovate insights. Writing should be of the highest quality.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group project and presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Demonstrate capacity for assessing the strengths and weaknesses of a PR program, critically evaluating its impact with regards to the contemporary context in which the case is situated, show ability to draw from a variety of credible sources and gain insight from online research, a keen sense of current social climates. Written and oral presentation should be of professional quality.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Attendance and participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Regular attendance is expected. Paying attention and active participation in class are essential. Appraise, analyse and reflect upon the challenges faced by PR practitioners. Discuss and devise possible solutions and analyse the potential impacts. Appreciate ethical viewpoints that can help aid decision-making when faced with dilemmas.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Quizzes (mid-term exams) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Demonstrate knowledge of the public relations industry and its processes and principles. Understand relevant research methods and theories that lead to effective decision-making.

Excellent

(A+, A, A-) Comprehensive understandings of the course materials.

Good

(B+, B) Adequate understandings of the course materials.

Marginal

(B-, C+, C) Moderate understandings of the course materials.

Failure

(F) Fail to demonstrate basic understandings of the course materials.

Assessment Task

Exercises and case studies (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Clearly explain the core of a PR-related problem, understand the strengths and weaknesses of a PR program based on solid research and critical thinking, and offer unique and innovate insights. Writing should be of the highest quality.

Excellent

(A+, A, A-) Demonstrated excellent ability to analysing PR cases with theories and principles taught in class.

Good

(B+, B) Demonstrated adequate ability to analysing PR cases with theories and principles taught in class.

Marginal

(B-, C+, C) Demonstrated moderate ability to analysing PR cases with theories and principles taught in class.

Failure

(F) Fail to use the knowledge taught in the course in the project.

Assessment Task

Group project and presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Demonstrate capacity for assessing the strengths and weaknesses of a PR program, critically evaluating its impact with regards to the contemporary context in which the case is situated, show ability to draw from a variety of credible sources and gain insight from online research, a keen sense of current social climates. Written and oral presentation should be of professional quality.

Excellent

(A+, A, A-) Demonstrated excellent ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions.

Good

(B+, B) Demonstrated adequate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions.

Marginal

(B-, C+, C) Demonstrated moderate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions.

Failure

(F) Fail to use the knowledge taught in the course in the project.

Assessment Task

Attendance and participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Regular attendance is expected. Paying attention and active participation in class are essential. Appraise, analyse and reflect upon the challenges faced by PR practitioners. Discuss and devise possible solutions and analyse the potential impacts. Appreciate ethical viewpoints that can help aid decision-making when faced with dilemmas.

Excellent

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities.

Good

(B+, B) Adequate participation in and contribution to in-class activities.

Marginal

(B-, C+, C) Moderate participation in and contribution to in-class activities.

Failure

(F) No participation and contribution.

Part III Other Information

Keyword Syllabus

Corporate communication, public relations strategies, branding, corporate image/identity/reputation, investor relations, employee communication, external communication, issue management, integrated marketing communications, corporate social responsibility, government affairs, strategic communication planning, international and cross-cultural public relations, research and measurement, theories of persuasion.

Reading List

Compulsory Readings

| Title | |
|--------------|--|
| 1 | Guth, D. W. & Marsh, C. (2016). Public relations: A value driven approach (6th ed.). ISBN-13: 978-0133815108 |
| 2 | Stacks, D. W. (2010). Primer of public relations research (2nd ed.). ISBN-13: 978-1593855956 |
| 3 | Additional required readings will be announced in class and/or on Canvas. |

Additional Readings

| Title | |
|--------------|--|
| 1 | www.cprfhk.org |
| 2 | www.iabc.com |

| | |
|----|---|
| 3 | www.prcouncil.net |
| 4 | www.prsa.org and www.prssa.org |
| 5 | www.chspra.com |
| 6 | www.prpa.com.hk |
| 7 | www.chinapr.com.cn |
| 8 | www.pratw.org |
| 9 | www.cipra.org.cn |
| 10 | www.ketchum.com |
| 11 | www.edelman.com |
| 12 | www.fleishmanhillard.com |
| 13 | http://www.holmesreport.com/ranking-and-data/global-communications-report/2016-pr-agency-rankings/top-250 |
| 14 | www.prweek.com and www.prweek.com/asia |
| 15 | 陈先红 何舟主编 (2009). 新媒体与公共关系研究 武汉大学出版社. (Online access from SuperStar Digital Library) |
| 16 | 陳家華、陳霓(2006)。廣告公關新思維——與香港業界對話。香港城市大學出版社 |