

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Public Relations Strategies

Course Code: COM5402

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. 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.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	identify and define the most important issues/strategies that affect corporate communication and public relations practices	20%	✓	✓	
2.	master and be able to apply relevant public relations theories/principles/concepts/strategies in analysing and dealing with corporate PR problems/issues	30%		✓	✓
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%		✓	✓
4.	plan, design and implement effective public relations strategies for chosen organizations	30%	✓	✓	✓
		100%			

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.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures and discussion	Lectures and discussions	✓	✓			10 weeks
Exercises and case studies	Exercises in and outside class, and case studies		✓	✓		8 weeks
Project and presentation	Written group project and presentation		✓	✓	✓	2 weeks

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Two quizzes (mid-term exams)	✓	✓			35%	May be combined into one long quiz.
Exercises			✓		20%	Both in and outside the classroom.
Group project and presentation				✓	35%	Written project – 25%; presentation – 10%
Attendance and participation	✓	✓	✓	✓	10%	Faithful attendance is expected; perfect attendance may be rewarded with extra points.
Examination: NA						
					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Quizzes (mid-term exams)	Demonstrate knowledge of the public relations industry and its processes and principles. Understand relevant research methods and theories that lead to effective decision-making.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Exercises and case studies	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.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group project and presentation	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,	High	Significant	Moderate	Basic	Not even reaching marginal levels

	<p>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.</p>					
4. Attendance and participation	<p>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.</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Quizzes (mid-term exams)	Demonstrate knowledge of the public relations industry and its processes and principles. Understand relevant research methods and theories that lead to effective decision-making.	Comprehensive understandings of the course materials.	Adequate understandings of the course materials.	Moderate understandings of the course materials.	Fail to demonstrate basic understandings of the course materials.
2. Exercises and case studies	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.	Demonstrated excellent ability to analysing PR cases with theories and principles taught in class.	Demonstrated adequate ability to analysing PR cases with theories and principles taught in class.	Demonstrated moderate ability to analysing PR cases with theories and principles taught in class.	Fail to use the knowledge taught in the course in the project.
3. Group project and presentation	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	Demonstrated excellent ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions.	Demonstrated adequate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions.	Demonstrated moderate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions.	Fail to use the knowledge taught in the course in the project.

	<p>gain insight from online research, a keen sense of current social climates. Written and oral presentation should be of professional quality.</p>				
4. Attendance and participation	<p>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.</p>	<p>Highly active, constructive, and meaningful participation in and contribution to in-class activities.</p>	<p>Adequate participation in and contribution to in-class activities.</p>	<p>Moderate participation in and contribution to in-class activities.</p>	<p>No participation and contribution.</p>

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

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.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

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

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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