



Hankuk University of Foreign Studies

2022 Summer Session

COMM 310 Public Relations

Course Outline

Course Code: COMM 310

Instructor: TBA

Home Institution: TBA

Office Hours: By e-mail and by appointment

Email: TBA

Credit: 4

Course Description:

This course will introduce students to the theory and practice of public relations. In the first part of the summer, the course will expose you to the technical role of public relations (writing press releases, planning events, making public announcements, writing speeches, writing for social media). Part two will orient students to the strategic management function of the PR practice (designing and implementing communication campaigns and participating in top managerial decision-making). This course exposes you to the practice and theory of public relations in the following sectors: corporate, nonprofit, entertainment, and health.

Learning Objectives:

At the end of the summer, students shall be able to:

- Describe the meaning of public relations and the circumstances in which the practice can be applied.
- Describe the difference between the technical role of PR and the strategic management function that public relations can play.
- Should be able to write a press release, organize events, and write speeches.
- Describe the steps to design and implement public relations campaigns for the health, entertainment, nonprofit, and for-profit industries.
- Discuss how to develop and maintain relationships with primary and secondary stakeholder groups.



- Discuss ways to engage in boundary spanning and contribute to the decision-making process of the management team.

ALL THE MATERIALS FOR THIS COURSE (readings, grading criteria, the syllabus) CAN BE FOUND ON THE CLASS BLOG AT <http://>

Required Text/Readings:

The research articles can be downloaded from the class blog at <http://>

- 8 Blog posts: 20%
- 7 In-class activities: 20%
- Facilitating discussion 15%
- Final project presentation: 10%
- Final project: 20%
- Participation: 15%

Grading

Final grades will be determined in accordance with the following point distribution:

Determinants	Points
Something Smart/Something Cool	5
Client Email Assignment	15
Exam	20
Excel Pivot Tables	20
Final Team Project	25
Class Participation	5
Reading Response	10
Total	100

Grading System (1 ~ 100)

- A+ : 95 - 100 A : 94 – 90
- B+ : 89 - 85 B : 84 – 80
- C+ : 79 - 75 C : 74 – 70
- D+ : 69 - 65 D : 64 – 60
- F : Fail

Course Schedule

This schedule is likely to change throughout the summer. If any changes occur, you will be notified in due time.



INTRODUCTION

Week 1: Introduction to PR

Session 1: What is public relations? Definition and functions. Public relations versus strategic communication. Public relations and Integrated Marketing Communication.

Session 2: Public relations functions

Session 3: The Technical Role of Public Relations

Session 4: Press Releases

Week 2: Event planning and PR as a Strategic Management Function

Session 1: Speech writing

Session 2: PR and Health campaigns

Session 3: PR and political campaigns

Session 4: PR in entertainment

Week 3: NONPROFITS

Session 1: PR in the nonprofit sector

Session 2: PR and internal corporate operations: corporate values, identity, and culture

Session 3: PR and internal corporate operations II: Employee communication.

Session 4: External communication

Week 4: Global Public Relations

Session 1: Cultural Dimensions

Session 2: Public relations assessment. Future directions for theory and practice

Session 3: Emergent Trends/Work on Final Projects

Session 4: Final project presentations.