

THE INSTITUTE OF COMMERCIAL MANAGEMENT

## SUBJECT SYLLABUS



## PUBLIC RELATIONS

28 MARCH 2006

## **The Role of Public Relations in Organisations:**

- Public Relations - A Management Discipline
- Models of Public Relations Practice
- Public Relations Practitioners' Roles
- Boundary Spanning & Systems Theory

## **The Evolution of Public Relations - Principles & Practice:**

- Definitions & Meaning of Public Relations
- Relations between PR & Marketing
- Functional Areas of Public Relations
- Public Relations Activities
- Marketing PR

## **Strategic Perspective of Public Relations:**

- Defining the Concept of Strategy
- Strategic Implications for Public Relations
- Generic Approaches to Strategy
- The Strategic Potential of Public Relations
- Strategic Management for Public Relations

## **Internal & External Public Relations:**

- Implications of Organisational Structure & Culture
- Implications for the Role & Scope of Public Relations
- Researching the Organisation
- External People & Groups
- The Organisation Publics
- Evaluating & Defining Key Publics
- External Public Relations Activities
- Corporate Identity & Image
- Strategic Public Relations
- New Developments in External Public Relations

## **Corporate Social Responsibility:**

- The Social Responsibilities of Organisations
- Community & Environmental Responsibilities
- The Demands of Public Opinion
- Discharging the Organisation's Social Responsibilities
- Ethical Implications
- Long-Term Implications

## **Financial & Investor Public Relations:**

- Importance of Public Relations to Financial Services
- Publics for Stock & Currency Markets
- Publics for Insurance
- Fund Manager Publics
- Retail Publics
- Public Relations Strategies in Relation to Financial Services
- Research & Its Applications to Financial & Investor Public Relations

## **Government & Lobbying Activities:**

- Theoretical Perspective Underpinning Lobbying Practices
- Governmental Activities & Lobbying from the Public Relations Perspective
- Main Elements of Lobbying
- Measurement of Effectiveness

**Corporate Advertising:**

- Introduction to Corporate Advertising
- Value of Corporate Advertising
- Media for Corporate Advertising
- Effective Corporate Campaigns
- Psychological Perspectives on Corporate Advertising
- Branding Strategy & Brand Equity
- Criticisms of Corporate Advertising
- The Future of Corporate Advertising

**Issue & Crisis Management:**

- Introduction to Issues Management
- Nature of Crises
- Planning to Communicate in a Crisis
- The Risk Audit
- Defining the Audiences/Publics
- Procedure Development
- Training Required
- Testing - Exercise Simulation

**Interaction between Public Relations & Marketing:**

- Debate Issues between Public Relations & Marketing
- Increased Importance of Public Relations
- Marketing Public Relations (MPR) & Corporate Public Relations (CPR)
- The Marketing Perspective of Public Relations
- Spheres of Responsibility for Marketing & Public Relations
- Marketing Public Relations (MPR) in the Marketing Mix
- Using Marketing Public Relations

**Developing a Research Framework & Evaluating the PR Efforts:**

- Development of Research Methods & Objectives
- Research Design - Practical Applications of Research Methods
- The Nature of Evaluation
- Barriers to Effective Evaluation
- Models of Evaluation
- New Evaluation Approaches
- Integration & Planning of Campaigns & Programmes

**Reading List****Main Text:**

Public Relations: Principles & Practice - P J Kitchen (Thompson Learning)

**Alternative Text and Further Reading:**

- The Practice of Public Relations - Sam Black (Butterworth/Heinemann)
- The Essentials of Public Relations - Sam Black (Kogan Page)