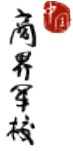




PHBS

北京大学汇丰商学院



Course Code

Public Relations and Strategic Communication

3 Module, 18 / 19

Course Information

Instructor: Jing MENG

Office: PHBS Building, Room 655

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Office Hour: Monday 3-5 pm

Teaching Assistant:

Phone:

Email:

Classes:

Lectures: Monday/Thursday Day, Time 9.00-12.00

Venue: PHBS Building, Room 415

Course Website:

If any.

1. Course Description

1.1 Context

Course overview:

Strategic communication explores the capacity of all organizations—not only corporations, but also not-for-profit organizations (including advocacy and activist groups) and government—for engaging in *purposeful* communication. It is, therefore, inherently multidisciplinary and draws on literature from a wide array of other subfields, including public relations, marketing, advertising, and management. The increasing complexity of a global, digital society has challenged the capacity for organizations to engage in long-term strategic planning. This course will explore topic including professional communication within organizations, public communication and organizational strategy, the effectiveness of communication strategies and campaigns, crisis management and so on.

Lecture	Topics
Lecture 1	Introduction
Lecture 2	Defining public relations and strategic communication
Lecture 3	Government relations
Lecture 4	Consumer relations
Lecture 5	Media relations
Lecture 6	Internal relations
Lecture 7	Financial public relations
Lecture 8	Crisis management

Lecture 9	Social media marketing
Lecture 10	Spokesperson training
Lecture 11	Class presentation
Lecture 12	Class presentation

Prerequisites: no

1.2 Textbooks and Reading Materials

弗雷泽.泰尔, 公共关系实务, 清华大学出版社, 第十三版, 2017.

胡百精, 公共关系学, 中国人民大学出版社, 2008

艾.里斯, 广告的没落, 公关的崛起, 机械工业出版社, 2013

雷.埃尔顿.赫伯特, 取悦公众, 中国传媒大学出版社, 2013

喻国明, 媒体环境下的危机传播及舆论引导研究, 经济科学出版社, 2017

Deidre Breakenridge, *Social Media and Public Relations*, Upper Saddle River, NY: Pearson Education, 2012.

Carole M. Howard and Wilma K. Mathews, Long Grove, *On Deadline Managing Media Relations*, 5th Edition, IL: Waveland Press, 2013

David Miller and William Dinan, *A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power*, London, England: Pluto Press, 2008.

Helio Fred Garcia, *The Power of Communication*, Upper Saddle River, NJ: Pearson Education, 2012.

William Rick Crandall, John A. Parnell, and John E. Spillan, *Crisis Management in the New Strategy Landscape*, 2nd Edition, , CA: Sage Publications, 2013

Breakenridge, D. 2012, *Social media and public relations: Eight new practices for the pr professional*, New jersey: FT Press

Zerfass, A., and S. Huck. 2007. Innovation, communication, and leadership: New developments in strategic communication. *International Journal of Strategic Communication* 1.2: 107–122.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	YES
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	YES
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	YES
	2.2. Students will be able to apply leadership theories and related skills.	YES
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects,	YES

	provide a solution and defend it.	
	3.2. Our students will practice ethics in the duration of the program.	YES
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	YES
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	YES
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	YES
	5.3. Our students will demonstrate competency in critical thinking.	YES

2.2 Course specific objectives

Through the study of the course, students will be able to understand the basic theories and practices regarding public relations and strategic communication; be prepared to communicate effectively with the public and within organizations.

2.3 Assessment/Grading Details

Assignment 1: (40 %) class presentation of a public relations or strategic communication case study
 Assignment 2: (50%) a report based on class presentation
 Attendance: (10%)

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

4. Miscellaneous