

PUBLIC RELATIONS STRATEGIES

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Course description:

The course provides an overview of the strategic role that public relations can play. It deals with the central role of public relations in governance, reputation management, employee relations, marketing and media relations. PR management theories and models are analyzed. The importance of image and branding is illustrated. Persuasion principles, the peculiarities of PR strategies in different countries are discussed.

Special attention is paid to on-line Public Relations. The drawbacks of ineffective advertising are considered. The course will help students set their own work in the wider organizational context and provide a glimpse of what public relations can contribute at the strategic level.

Format: Lectures **and a seminar**, 30 hours, 4 ECTS

Course Requirements:

Participation is obligatory.

The credits will be given according student's presentation and essay.

The topics for the essays and presentations will be given at the first lecture.

10 % - participation in discussions.

30% - presentation

Small groups of 2 students will prepare a suggested topic for presentation and discussion (20 minutes).

Presentations (15 -20 minutes) should be done on the suggested topics by students who form groups (2 students in each group)

60 % - essay

Essays should be e-mailed to Dr Helen Ivashko: helena-ivashko@mail.ru according to the deadline.

Course Programme:

1. Future challenges for PR (2 hours)

- Public relations and communications.
- Public relations, politics and the media.
- Public relations and management
- Business ethics, public relations and corporate social responsibility
- Stakeholder public relations.
- Corporate social responsibility in action: corporate community involvement and cause-related marketing.
- PR as a social science. Ethical evaluation.

2. PR strategy in a management context (2 hours)

- Public relations and organizational culture
- Corporate communication academic models
- Operational strategy. Accumulative audience.
- Top-down, bottom-up communication
- Cognitive dissonance: coping with conflict
- Strategic alliances

3. Reputation Management (4 hours)

- Corporate image.
- Image and branding.
- Corporate identity. Visual identity.
- Semiotics: logos and livery.

4. Internal Communication and PR (2 hours)

- Privacy and confidentiality. Communication as a core competency.
- Beyond 'Customer is King': sales and marketing promotion
- Conceptual authenticity.
- Customer relations.
- Business-to-business relations.
- Web analysis and evaluation.

5. The Successful Interview (2 hours)

- General Interview Guidelines. The Basics of A Good Speech
- Interview Tactics.
- Post-Interview Evaluation.
- Difficult Interview Questions.
- Advertising appeals.

6. Tools and techniques of marketing promotion (2 hours)

- Promotion performance.
- Performance gaps.
- Marketing vs manufacturing.

7. Methods, tools and tactics of effective PR planning (2 hours)

- Publics targeting.
- Lobby groups.
- Marketing And Blogs: What Works.
- Event and conference planning

8. Working with suppliers (publishers, printers, photographers, designers, media) (4 hours)

9. Online Public Relations (2 hours)

- The Internet Revolution. PR and the Updated Web Sites.
- Trends of global advertising. Interactive advertising.
- Learning Online Crafts.
- Quick Tips for Building Online Newsrooms. Electronic Business Media.
- Facts and Oddities Online. PR And Blogging.
- The growing number of cybercrimes.
- Digital media. Digitally Conscious: Effective Integrating.

10. Criticism of PR and advertising (2 hours)

- Campaigns against advertising and PR
- Ineffective PR and advertising.
- The Limits of PR

11. Persuasion Principles and PR strategies (2 hours)

- Three Roles of Public Relations.
- PR in a Dying Business.
- Working with Recalcitrant Clients.
- Publicity Metrics Reconsidered.
- Reputation Systems and the Internet.
- The Secret of Service Marketing.
- Controlling Technology Hype.

12. PR in particular countries (Poland, the UK, the USA, Canada, Australia, Czech Republic, Germany, Ireland, Russia, Ukraine, Italy etc) (4 hours)

Literature (will be available in electronic version):

1. Oliver Sandra Public Relations Strategy. – London and Philadelphia: Cogan page, 2007.
 2. Theaker Alison The Public Relations Handbook . – London and New York, 2004.
- Henslowe Philip Public Relations: a practical guide. – London: Cogan page, 1999.