

## COURSE DESCRIPTION

### INS2100 Information and Public Relations

1. Degree	Bachelor of Advertising and Brand Management
2. Year/semester	2nd year – 1st semester
3. Credits	10
4. Course instructor	Associate Professor Karl-Fredrik Tangen
5. Contact hours	50 lecture hours.
6. Course prerequisites	General study qualifications/other qualifications, and the previous courses included in the degree.
7. Learning goals	Through a combination of theory and practice, the students will develop an understanding of the basic principles of PR. After the course the students will be able to use these methods in their work. They need to know the fundamentals of the work process and the main patterns of the history of PR and how to use the methods of PR in professional work and should have an insight in the impact of PR in business and society.
8. Course contents	<p>The course deals with the relationship between firm, market and society, and will in particular discuss how an information worker can influence the image of firms and other organisations internally and externally. The course has a social science perspective.</p> <p>The origin and history of PR</p> <p>PR and information work from social science, legal and organisation perspective</p> <p>The relationship between practical and theoretical approaches to PR</p> <p>The organisation of PR work</p> <p>Strategy and campaigns</p>

	<p>Segmentation and target groups</p> <p>Information work management</p> <p>Internal information work</p> <p>External information work and mass media</p> <p>The relationship between PR and market communication in general</p> <p>Ethics</p>
9. Method of instruction	The course will include both lectures, group and individual work
10. Assessment	<p>Assignments/mid-term exam: 40 %</p> <p>Final exam: 60 %</p>
11. Course syllabus	<p>Ewen, Stuart. 1996. <i>PR! a social history of spin</i>. New York: Basic Books. ISBN: 9780465061792. (480 p) Price: 189,-</p> <p>Ihlen, Øyvind og Per Robstad. 2004. <i>Informasjon &amp; samfunnskontakt: perspektiver og praksis</i>. Bergen: Fagbokforlaget. ISBN: 82-450-0221-6. (242 p) Price: 378,-</p> <p>Kristensen, Aina Lemoen Lunde, Øystein Bonvik og Anders W. Cappelen. 2007. <i>God PR: norsk markeds-PR i praksis</i>. [Oslo]: Kommunikasjonsforlaget. ISBN: 978-82-8207-000-3. (266 p) Price: 595,-        [Students can buy this book for themselves on the Internet. Send an e-mail to post@kommunikasjonsforlaget.no. Provide the book title, your name and address, and mention that you are a student at CK. You will then get a 25 % student discount, and a free copy of "PR-tips". Note you will be charged a Kr. 65 mailing fee.]</p>
12. Recommended reading	<p>Cutlip, Scott M., Glen M. Broom og Allen H. Center. 2006. <i>Effective public relations</i>. 9th ed. Upper Saddle River, N.J.: Pearson Prentice Hall. ISBN: 0-13-123014-x</p> <p>Dinan, William og David Miller, red. 2007. <i>Thinker, faker, spinner, spy: corporate PR and the assault on democracy</i>. London: Pluto Press. ISBN: 978-0-7453-2445-6</p> <p>Tye, Larry. 2002. <i>The father of spin: Edward L. Bernays &amp; the birth of public relations</i>. New York: Henry Holt. ISBN: 978-0-8050-6789-7</p>