

Syllabus
MCO3102 Public Relations (WPF, English)
Prof. Dr. Felix Krebber
Summer term 2024

Level	Bachelor	
Credits	3	
SWS	2	
Workload	120 hours; 2 SWS x 15 = 22,5 hrs. contact time and 97,5 hrs. self-study	
Requirements	none	
Time	see online timetable	
Room	see online timetable	
Start date	First week of the semester	
Teaching	Name	Prof. Dr. Felix Krebber
	Office	W2.3.02
	Virtual office	
	Colloquium	Appointment booking via Moodle course "Kolloquium_Krebber"
	Phone	
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Brief description

Public Relations (PR) is the strategic communication process used by organizations to build mutually beneficial relationships with its stakeholders. PR encompasses a variety of activities, such as media relations, social media engagement, community relations, and crisis communication. Understood as integrated communication, it also includes internal communication with employees and managers and goes beyond marketing communication, which is primarily aimed at customers.

The course described here provides a comprehensive overview of the history, models, theories, and ethical practices of public relations. The course is designed to familiarize students with the fundamental concepts and approaches in the field of public relations, emphasizing the development of theoretical knowledge and its practical application. Through a combination of lectures, exercises and independent learning activities, students will gain an understanding of modern public relations, ethical considerations, and strategic planning. The course aims to equip students with the necessary skills to critically analyze and engage in socially responsible public relations practices.

Structure of the event

- Fundamentals of public relations and tasks in the context of corporate communications
- Definition, meaning and functions of public relations
- Stakeholder approach and -analysis
- instruments of public relations
- Media system in Germany
- Strategic planning and conception of corporate communications and PR
- PR and communication tools

Learning objectives of the event and their contribution to the program objectives.

Program Goals	Learning objectives of the event	Assessment method
Upon completion of the program, students will be able to...	Upon completion of the course, students will be able to...	Term paper
		100%
		Individual performance
1 Expertise		
1.5 ...demonstrate a sound expert knowledge in their specialization.	...describe the fundamentals and framework of public relations. ...name definitions, meaning, functions, reference groups and subject areas of public relations. ...to get to grips with the media system in Germany.	X
2 Digital competencies		
3 Critical thinking and analytical skills		
3.1 ...use appropriate methods competently and apply them to complex problems.	...Apply PR and communications tools - especially to plan and design corporate communications/PR.	X
4 Ethical awareness and sustainability		
5 Communication and teamwork skills		
6 Internationalization		

Teaching and learning concept

The course concept is based on seminar-style teaching. Examples, exercises and conceptual work serve to transfer and apply theoretical knowledge to concrete problems. The basis for successful participation is the reading of the texts provided. Active participation in class as well as preparatory and follow-up work are elementary components of the teaching and learning concept.

Exam

Students hand in a term paper (PLH). The term paper is submitted as a combination of a learning portfolio and a reflection paper. The learning portfolio contains material developed in the course (diagrams, summaries, etc. from individual and group work; submitted as a PPT file). A short reflection paper (3.000 characters) summarizes personal learning outcomes from an individual perspective.

My didactical approach

Competence development is becoming a lifelong task for communications managers. I would like to provide you with the tools for this learning process. On the one hand, this includes a solid theoretical foundation that introduces you to working with theories and models in addition to factual knowledge. On the other hand, I would like to enable you to independently apply scientific and practical communication methods. I would be very grateful for suggestions on thematic or methodological focal points. Likewise for critical feedback to ensure quality and to further develop the course for subsequent years. Please do not hesitate to contact me if you have any questions or concerns.

Literature

Bonnafous-Boucher, M., & Rendtorff, J. D. (2016). *Stakeholder theory: a model for strategic management*. Springer.

Cornelissen, J. (2020). *Corporate communication a guide to theory and practice (6th edition)*. Sage.

Edwards, L. (2018). *Understanding public relations: theory, culture and society*. Sage. <https://doi.org/10.4135/9781473983571>

Public Relations and Communication Management in Europe: A Nation-by-Nation Introduction to Public Relations Theory and Practice. (2008). In *Public Relations and Communication Management in Europe*. De Gruyter Mouton. <https://doi.org/10.1515/9783110197198>

Harrison, J., Barney, J., Freeman, R. & Philips, R. (2019). *The Cambridge Handbook of Stakeholder Theory*. Cambridge University Press. <https://doi.org/10.1017/9781108123495>

Zerfass, A., & Viertmann, C. (2017). Creating business value through corporate communication: A theory-based framework and its practical application. *Journal of Communication Management*, 21(1), 68-81. <https://doi.org/10.1108/JCOM-07-2016-0059>

Additional literature will be provided in the Moodle course.