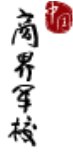




**PHBS**  
北京大学汇丰商学院



# Public Relations and Strategic Communication

## Module 2, 2021

### Course Information

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**Instructor: Soojin Roh, Ph.D.**

Office: PHBS Building, Room 661

Email: [sroh@phbs.pku.edu.cn](mailto:sroh@phbs.pku.edu.cn)

Office Hours: Monday & Thursday at 3:30 p.m. – 5:00 p.m.; Friday at 9:30 a.m. – 10:30 a.m.; email for appointment

**Teaching Assistant:**

Phone: TBD

Email: TBD

**Classes:**

Lectures: Mon & Thursday 8:30 a.m. – 10:20 a.m.

Venue: PHBS Building, Room TBD

**Course Website:**

<http://cms.phbs.pku.edu.cn>

## 1. Course Description

### 1.1 Context

This course introduces students to a wide range of theories and real-world practices in public relations and strategic communications that are needed to understand many problems industry professionals are facing, and to develop effective strategic communication programs/campaigns to solve the problems. Through readings and discussions, guest speakers, and a final team project/presentation, students will gain a strong foundation in the fundamentals and major concepts underlying the modern public relations and strategic communication function (i.e., relationship management, organizational reputation, corporate social responsibility, stakeholder management, issues management, etc.). The theories you learn in this course form the foundation for the research you conduct during your program and the ongoing application in your future professional practice. In addition, working in teams on a final project, students will gain practical experience by developing an original case study on a recent business problem in which public relations and strategic communication played a major role.

This case study will be written aimed to be submitted to the 2022 Arthur W. Page Society's Case Study Competition in Corporate Communications ([https://page.org/study\\_competitions](https://page.org/study_competitions)). Winners receive cash prizes and earn great recognition to include on their resumes and boost their networking and professional opportunities. The grand prize winner is invited to the awards ceremony dinner of The Page Society in NYC (where they will be recognized by many of the nation's top corporate communicators).

### 1.2 Textbooks and Reading Materials

There is no required textbook for this course. Readings and course content are posted to CMS. Course reading materials are based on a mix of industry and academic articles, as well as case studies that are appropriate to the assigned topic of the week.

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment (YES with details or NO)</b>
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, provide a solution and defend it.	Yes
	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**

Upon completion of this course, students will be able to complete the following key tasks:

- Explain, analyze, synthesize and apply a selection of the most influential theories and research findings on public relations and strategic communication;
- Develop a conceptual framework that you can use to analyze the management of public relations & strategic communication to, in turn, enhance your understanding of its practices;
- Gain familiarity with business terminology so as to communicate more effectively with business managers and other stakeholders;
- Provide an overview of the history, growth, and trends behind the practice of contemporary public relations and strategic communication, including both internal and external communication with various stakeholders;

- Gain an understanding of intangible outcomes of public relations and corporate social responsibility (CSR)—all of which have become major focal points for modern strategic communication;
- Learn how to think creatively to solve ethical problems facing the public relations industry;
- Practice developing and applying this new knowledge of the public relations function through developing an original case study for submission to The Arthur W. Page Society case study competition; and,
- To enhance presentation and writing skills in communicating persuasively, clearly, and successfully.

### **2.3 Assessment/Grading Details**

<b>Assessment task</b>	<b>Weighting</b>
In-class Participation (individual)	40%
Page Society Case Study Presentation (individual)	25%
Final Case Study & Presentation (team)	35%

### **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

**NOTE:** The instructor reserves the right to make changes to this timeline and the course.

<b>Topic &amp; Readings (Required)</b>
<b>[Nov 18] Session 1: Introduction &amp; Overview</b>
<b>[Nov 22; 25] Session 2 &amp; 3: What is public relations, and what is strategic communications?</b>
<b>[Nov 29] Session 4: Public Relations Analytics</b>
<b>[Dec 2] Session 5: Two-way symmetrical model of public relations; Authentic, dialogic communication</b>
<b>[Dec 6; 9] Session 6 &amp; 7: Reputation Management</b>
<b>[Dec 13] Session 8: Communicating corporate social responsibility</b>
<b>[Dec 16] Session 9: Corporate political advocacy &amp; Creating shared value (CSV)</b>
<b>[Dec 22] Session 10: Issues life cycle &amp; management</b>
<b>[Dec 23; 27] Session 11 &amp; 12: Identifying different publics (Vote for page competition contestants)</b>
<b>[Dec 30; Jan 5] Session 12 &amp; 13: Crisis and risk communication</b>
<b>[Jan 6] Session 14: Consumer reactions to egregious corporate behaviors</b>
<b>[Jan 10] Session 16: Leadership during Organizational Crises</b>
<b>[Jan 13] Session 17: Public Relations Practices in China</b>
<b>[Jan 17] Session 18: Final Presentation</b>