



**KAMPALA INTERNATIONAL UNIVERSITY,
KAMPALA**

**COLLEGE OF HUMANITIES AND SOCIAL SCIENCES
STUDY GUIDE FOR BACHELOR OF MASS COMMUNICATION**

**MC03203: PUBLIC RELATIONS AND MEDIA
PRACTICE**

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Introduction

MCO 2201 (Public Relations) is a 3 credit unit module for students studying towards a Bachelor of Arts in Mass Communication. The course is divided into 9 study units. This course is designed to help students understand the Public Relations and its practice from a contemporary lens and be able to navigate the field of communication within emerging trends in the field of communication technology and mass media.

This course guide therefore provides the student with an overview of what MCO 3203 is all about, the textbooks and other materials to be referenced, what you expect to know in each study unit and how to work through the course materials. You are welcome to one of the interesting courses you will offer during your study in KIU.

Recommended Study Time

This course is a 3 unit course divided into 9 study units. You are enjoined to spend at least 3 hours in studying the content of each study unit.

What you are about to learn in this course

The overall aim of this course, MCO32031 is to introduce you to:

- a. A broad overview of the public relations practice.
- b. Public Relations strategies.

Course Aim

This course aims to give students a critical insight into the public relations in practice. You will be guided through understanding the difference between identity and image and how to develop and influence public perception about your image. Similarly, an in depth look public relations strategies, focusing on risk management, environmental scanning

and issues management shall be done. Furthermore, the module will serve as starting point for students of journalism that hopes to practice in the field of public relations and even marketing.

Course Objectives

It is important to note that each study unit has specific objectives. Students should study them carefully before proceeding to subsequent unit. Therefore, it may be useful to refer to these objectives in the course of your study of the unit to assess your progress. You should always look at the study unit objectives after completing the unit. In this way, you can be sure that you have done what is required of you by the end of the study unit.

However, below are overall objectives of this course. On completing this course, you should be able to:

- Define Public Relations as well understand the difference between PR and Marketing.
- Origin or PR, need for public relations, functions and components of Public relations.
- What is communication, levels of communication, core concepts of communication and models of communication and how they are related to public relations.
- Communication as meaning: Semiotics.
- Public Relations and management. Public Relations in strategy making (Information gathering, interpretation and risk management).
- PR strategy: PR process
- PR case studies discussions
- PR roles, tasks, corporate identity, corporate image.

- Writing a press release

Working through this course

In order to have a thorough understanding of the course study units, you will need to read and understand the contents and practice what is discussed in this module.

This course is designed to cover approximately fifteen weeks and it will require your devoted attention. You should do the exercises in the Tutor-Marked Assignments and submit to your tutors via the stipulated platforms as will be communicated by the lecturer.

Teaching – Learning Materials

- Course Guide
- Printed Lecture materials
- Text Books
- Interactive DVD and Tapes
- Electronic Lecture materials via LMS
- Tutor Marked Assignments
- LMS.
- Whiteboard and markers
- Flip charts
- Interactive Lectures
- Practical assignments
- Documentaries

The printed lecture material consists of 8 study units broken down into sub-units;

References and Additional Reading Materials

The following texts and Internet resource links will be of enormous benefit to you in learning this course:

- Roger Haywood, (1990), all about public relations, 2nd edition, mcgrawhill companies
- Bernstein, D, (1984) company image and reality, a critique of corporate communications, Holt, Rinehart and Winston ltd, London
- Public relations, society and the generative power of history by Ian Somerville (Reader in Media and Communication), Lee Edwards, Øyvind Ihlen - 2020
- The Public Relations Handbook by Alison Theaker - 2001
- Baran, S. (2019). Introduction to Mass Communication: Media literacy and Culture (10th Edition). New York McGraw hill
- Daminick, J. (2001), Dynamics of mass communication, media in transition, 7th edition. Boston. McGraw hill
- Writing for Strategic Communication Industries by Jasmine Roberts

Assessment

There are two aspects to the assessment of this course. First, there are tutor marked assignments and second the written examination. Therefore, you are expected to take note of the facts, information and problem solving gathered during the course. The tutor marked assignments must be submitted to your tutor for formal assessment in accordance to the deadline given. The work submitted will count for 40% of your total course mark.

At the end of the course, you will need to sit for a final written examination. This examination will account for 60% of your total score. You will be required to submit some assignments by uploading them to MCO 3203 page on the LMS.

Tutor-Marked Assignment (TMA)

There are TMAs in this course. You need to submit all the TMAs. The best 10 will therefore be counted. When you have completed each assignment, send them to your tutor as soon as possible and make certain that it gets to your tutor on or before the stipulated deadline. If for any reason you cannot complete your assignment on time, contact your tutor before the assignment is due to discuss the possibility of extension. Extension will not be granted after the deadline, unless on extraordinary cases.

Final Examination and Grading

The final examination for MCO 3203 will last for a period not more than 3 hours and has a value of 60% of the total course grade. The examination will consist of questions which reflect the Self-Review Questions (SRQs), In-text Questions (ITQs) and Tutor Marked Assignments (TMA) that you have previously encountered. Furthermore, all areas of the course will be examined. It would be better to use the time between finishing the last study unit and sitting for the examination to revise the entire course. You might find it useful to review your TMAs and comment on them before the examination. The final

examination covers information from all parts of the course. Final examinations will be conducted either via Computer Based Testing (CBT) or Pen on Paper (PoP) or both combined.

Tutors and Tutorials

There are few hours of face-to-face tutorial provided in support of this course. You will be notified of the dates, time and location together with the name and phone number of your tutor as soon as you are allocated a tutorial group. Your tutor will mark and comment on your assignments, keep a close watch on your progress and on any difficulties you might encounter and provide assistance to you during the course. You must submit your tutor marked assignment to your tutor well before the due date. At least two working days are required for this purpose. They will be marked by your tutor and returned as soon as possible via the same means of submission.

Do not hesitate to contact your tutor by telephone, e-mail or discussion board if you need help. The following might be circumstances in which you would find help necessary: contact your tutor if:

- You do not understand any part of the study unit or the assigned readings.
- You have difficulty with the self-test or exercise.
- You have questions or problems with an assignment, with your tutor's comments on an assignment or with the grading of an assignment.

You should endeavour to attend the tutorials. This is the only opportunity to have face-to-face contact with your tutor and ask questions which are answered instantly. You can raise any problem encountered in the course of your study. To gain the maximum benefit from the course tutorials, have some questions handy before attending them. You will learn a lot from participating actively in discussions.

GOODLUCK!