



Public Relations in Public Administration and Private Sector
course syllabus for the academic year 2024/2025

Basic information	<p>Meeting times & place:</p> <ul style="list-style-type: none">• In-person: to be determined, Main Building WUT• Online: MS Teams <p>Instructor:</p> <ul style="list-style-type: none">• Dr. Michał Piotr Pęgowski• E:mail: michal.pregowski@pw.edu.pl• Office hours: to be determined (90 minutes per week), room 228 Main Building WUT• Contact also available via MS Teams (personal chat + course team)
Brief course description	<p>The aim of the course is to familiarize students with the field of public relations as an indispensable element of modern management and decision making, both in public administration and private sector. The classes provide information about the key tenets of PR, including strategizing, media relations, internal public relations and crisis communication - as well as basic practical skills such as determining publics for relevant PR campaigns and recognizing unethical PR activities.</p>
Assessment criteria	<p>The final grade consists of two key elements:</p> <ul style="list-style-type: none">• Completion of 5 homework assignments – max 2 pts. each, max of 10 points total (50% of total points)• Completion of final exam in written form (multiple choice test & short answer questions) – max of 10 points (50% of total points). <p>Max points for the course = 20. Point cutoffs are as follows:</p> <ul style="list-style-type: none">• 0-9 points = 2.0. (fail)• 10-11 = 3.0• 12 = 3.5• 13-14 = 4.0• 15-16 = 4.5• 17-20 = 5.0 <p><u>Additional requirements to be met:</u></p> <ul style="list-style-type: none">• The minimum of 4 homework assignments turned in.• Class participation throughout the semester.
Course content	<ol style="list-style-type: none">1. Introduction. Successful public administration in the information age.2. What is public relations? The misconception of dark/black/negative PR.3. Differences between PR and advertising, marketing and propaganda.4. Seven deadly sins of public relations.5. Reputation, image and the organizational identity.6. Finding the organizational “why”: a case study.7. Internal and external publics. Government relations and civic relations. Donors, investors and other special publics.

	<ol style="list-style-type: none"> 8. How the message gets through. Shared experience, gatekeeping, opinion leadership. 9. Effectiveness interrupted: communication noises. 10. Media relations. 11. Ethical and unethical PR. The IPRA Code of Conduct. 12. Crisis communication 1/2. Seven principles of crisis communication. 13. Crisis communication 2/2. Crises in public administration: a case study. 14. [exam, take 1] 15. [exam, take 2]
<p>Tentative source materials and other references (subject to changes)</p>	<ol style="list-style-type: none"> 1. Chouinard, Y. (2006). <i>Let My People Go Surfing</i>. Penguin Books 2. Grinberg, D. (2018). Media Relations 101: Why Transparency Always Triumphs. "Medium" 2.04.2018 [online]: https://dbgrinberg.medium.com/media-relations-101-why-transparency-triumphs-2e9f720d2bfd [accessed 18.10.2021] 3. International Public Relations Association (2011). <i>The IPRA Code of Conduct</i> [online]; https://www.ipra.org/static/media/uploads/code_of_conduct/english.pdf [accessed 13.10.2021] 4. Saylor Academy (2012). <i>Mastering Public Relations</i> [online]; https://saylordotorg.github.io/text_mastering-public-relations/index.html [accessed 18.10.2021] 5. Smith, R. (2017). <i>Public Relations: The Basics</i>, London & New York: Routledge <p><i>Note: the course also consists of a few visual materials (approx. 10 minutes long videos) shown in class. A summary of Chouinard's book is provided.</i></p>
<p>Teaching and learning methods</p>	<p>Interactive lecturing Case study analysis Source material analysis and interpretation (with discussion)</p>