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# Public Relations and Advertising

## Course Outline

MODULE NAME; PUBLIC RELATIONS AND ADVERTISING  
MODULE CODE; GST 05209  
NUMBER OF CREDITS; 17  
CONTINUOUS ASSESSMENT 60%  
EXAMINATION 40%

## MODULE DESCRIPTION

- ❖ Define PR, explain the importance of PR and the activities of PR.
- ❖ Describe Strategic Communication in PR.
- ❖ Describe a PR officer and qualities of an excellent PR in an organization.
- ❖ Describe the Responsibilities, Roles and Functions of a PR officer.
- ❖ Describe relations with Stakeholders (public), establish rapport with consumers and provide updates on organization activities.
- ❖ Define and explain Corporate Social Responsibility in an organization, outline principles of CSR
- ❖ Define and explain Crisis Management in PR and tools for Crisis Management
- ❖ Define Press Release, main features, skills and importance of the press release
- ❖ Define Press Conference, importance and prepare or convene a Press Conference.

## MODULE DESCRIPTION

- ❖ Define a PR Campaign, types of PR Campaign and preparations of a PR Campaign.
- ❖ Define Media Relations, generate media contact lists, activities to establish and maintain media relations.
- ❖ Define Monitoring and Evaluation, prepare tools for Monitoring and Evaluation.
- ❖ Assess the image of the organization, measures to improve organization image.
- ❖ Define Advertising, types of promotional materials, methods of Advertising.
- ❖ Describe qualities of a good advert, design an advert and identify medium of Advertising.
- ❖ Identify PR strategies, importance and challenges of PR strategies.

# COURSEWORK 60%

**Group Assignment**

**20 marks**

**Group Presentation**

**10 marks**

**Individual Assignment**

**10 marks**

**Class Written Test**

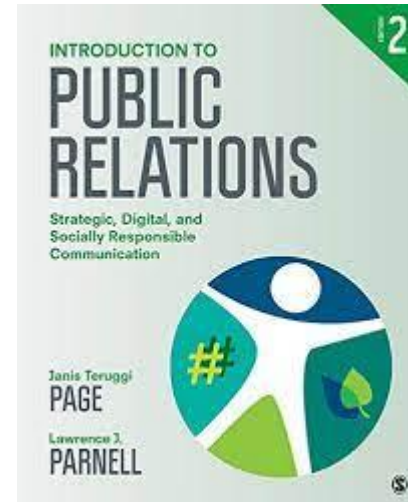
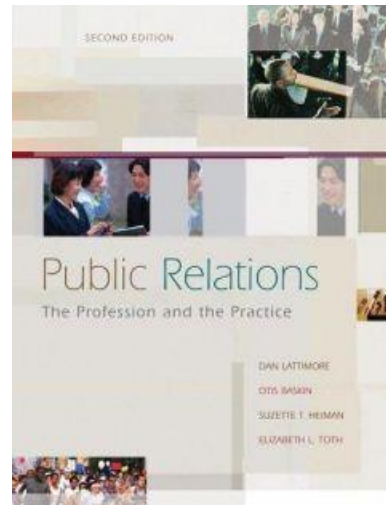
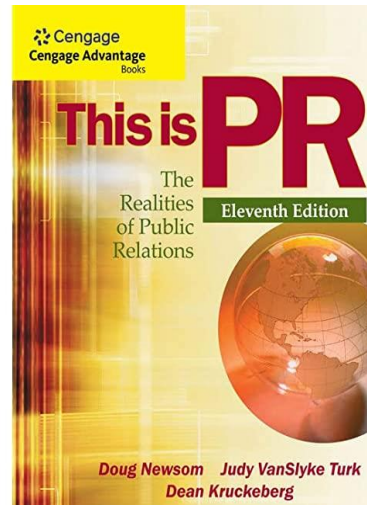
**20 marks**



# FINAL EXAMINATION 40%

# LEARNING MATERIALS

Library Books  
Internet Search





## Contact

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