

# Public Relations Strategies for Public Administration and Private Sector

Course code:  
**A21\_PRSPAPS**

Faculty unit teaching the course:  
**Faculty of Administration and Social Sciences**

Academic year  
**2021/2022, summer semester**

Group  
**Extramural Master studies of Administration, 2<sup>nd</sup> semester & Erasmus students**

Course director/tutor  
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Course value in ECTS  
**3 points**

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## Introduction

The course serves as the introduction of public relations as an essential element of modern management in business, third sector as well as public administration. The classes provide students with theoretical and practical knowledge of PR, useful both in professional and personal lives. Throughout the semester you will learn what PR is and what it is not, learn about its goals, focuses and forms, including e.g. media relations, internal PR and crisis communication. The curriculum strives to provide the Students with practical skills - including, for example, the ability to identify appropriate audiences for relevant PR campaigns, as well as to indicate which PR practices are unethical and should be confronted.

## Course characteristics

The course is designed as multidimensional and combines interactive lecturing, analysis of case studies as well as discussion. Active participation is welcome and will be noted by the instructor, which may result in an increase of the final grade (see below). The course ends with a written test containing both problem questions and short open and test questions (closed, single choice). During the test, you are allowed to use auxiliary materials in the form of the English dictionary (physical book).

## Course contents

1. Public relations: what it is, and what it is not. Benefits and benefactors of PR.
2. Public relations in public administration and private sector.
3. Key terms of public relations: image, reputation, branding, identity, publics (internal, external).

4. From secret to transparent, from program to process. The evolution of PR.
5. The publics of PR. Consumer, employee, community relations. Government relations and civic relations. Donors/investors and other special publics.
6. Media relations & the gatekeepers.
7. Crisis communication. Seven principles of crisis communication.
8. Ethical and unethical PR. The IPRA Code of Conduct.

### Literature and course materials

Course materials will be made available to the group via MS Teams and should be seen as very helpful resources for preparing to pass the final exam. The most important resources are as follows:

1. Smith, R. (2017). Public Relations: The Basics, London & New York: Routledge
2. International Public Relations Association (2011). The IPRA Code of Conduct [online]; [https://www.ipra.org/static/media/uploads/code\\_of\\_conduct/english.pdf](https://www.ipra.org/static/media/uploads/code_of_conduct/english.pdf) [accessed 13.02.2022]
3. Bates, P. (nd). Why Public Relations Should Play a Role in Your Social Media Marketing [online]; <https://csic.georgetown.edu/magazine/public-relations-play-role-social-media-marketing/> [accessed 13.02.2022]
- 4.. Boitnott, J. (2017). 5 Ways You Should Be Using Social Media as Your Top PR Platform [online]; <https://www.inc.com/john-boitnott/bhow-social-media-is-now-your-primary-public-rel.html> [accessed 13.02.2022]

### Grading

Grading information will be delivered electronically via MS Teams. In accordance with the WUT Study Regulations each student is entitled to approaching the exam twice (if needed). Grading cutoffs are as follows:

- 2.0 - 0-44% of points possible
- 3.0 - 45%-54% of points possible.
- 3.5 - 55%-60% points.
- 4.0 - 61%-70% points.
- 4.5 - 71%-80% points.
- 5.0 - 81%-100% points.

*Note #1 – when counting points, insignificant rounding off may turn out necessary (points vs. percentages).*

*Note #2 - regular in-class activity will be noted by the instructor. Those who are the most active during the semester can count on raising the grade by half a grade (max. 5 most active attendees).*

### Requirements for participation

The course consists of 15 hours of didactic activities divided into 5 meetings. According to the WUT Study Regulations, the meetings in summer semester are fully in-person, therefore online or hybrid form of participation is not an option. One meeting absence of any kind (excused or unexcused) is fully allowed without any consequences while second absence results in the necessity to pass the outstanding material and/or to prepare an additional

project related to the class. The specifics of each remedial task (oral, written) is determined by the instructor directly with the Student.

Attendance in more than 50% meetings (here: 3 out of 5) is rudimentary, meaning that absence in more than 50% of meetings automatically results in a failing grade for the course. The only exception is a very well documented, very important personal issue (e.g., illness combined with hospitalization, proven by healthcare documentation), which summons individual means of tackling the problem. Such situations are, however, extremely rare, and truly reserved for grave situations.

Given the ease of communication via the Internet, it is expected that a Student in a difficult situation will strive to inform the lecturer of potential complications as soon as possible.

#### **Rules for the repetition of the course due to unsatisfactory performance**

If a student fails a course (grade 2.0), that course needs to be repeated in the upcoming academic year.

#### **Additional information**

The dates and locations of the instructor's face-to-face consultations can be found on the Faculty's website. Students are encouraged to write messages via MS Teams chat or e-mail indicated previously