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LECTURE Friday 0800-1000 hrs LT9

DISCUSSION GROUPS

Day	DW & time	Venue
Monday	1. 0900-1000	AS6/02-12
Tuesday	2. 1700-1800	AS4/01-09
	3. 1800-1900	AS1/02-01
	4. 1900-2000	AS1/02-01
Wednesday	5. 0800-0900	AS3/03-02
	6. 1100-1200	AS3/03-05
Thursday	7. 0900-1000	AS6/02-14

OFFICE HOURS Consultation hours will be posted on IVLE when tutorials are settled.
Consultation will also be available by appointment

OBJECTIVES To introduce students to communication management and to the organizational, societal and legal contexts in which the practice takes place. Emphasis is placed on strategic communication, ethics, social responsibility, the role of mass communication and new media in the formation of public opinion, the role of public relations in democracy, the global practices of communication management and the major influences that affect organizational behavior. This is the foundation course for students pursuing studies and careers in communication management.

GRADING

Element	Date	Percentage
Exam 1	Fri, Sept. 12	20%
Exam 2	Fri, Oct. 17	20%
Issue Tracking Presentations	Nov. 3-13	05%
Group Issue Tracking Report	5 p.m. Nov. 17	10%
Individual Issue Tracking	(included w/report)	05%
Class participation		10%
Final Exam	Wed, Dec. 3,	30%

- **You must bring a No. 2 pencil to all exams.**
- You will be tested on your mastery of lecture materials and assigned readings.
- You will have two weeks to review your exam after grades are posted.
- Make-up exams will be given within two working days of the scheduled exam but only in documented cases of excused absences.
- **Lecture notes** will be posted on the class website before class.
- Lectures are web-cast.

ON YOUR HONOR Academic honesty is expected, just as high ethical standards are required professionally. There will be zero-tolerance for anything less. That means not giving, accepting or taking unauthorized aid, or doubling on any assignments without permission of all professors involved. Cases of academic dishonesty will be prosecuted according to the university's rules of discipline.

READING

***Textbook:** *Effective Public Relations, 9th ed.*, Cutlip, Scott, Allen Center and Glen Broom, Prentice-Hall, 2006.

****Supplemental Readings:**

- Chay-Németh, Constance, “Becoming Professionals: A Portrait of Public Relations in Singapore,” in *The Global Public Relations Handbook: Theory, Research and Practice, 5:86-105*, K. Sriramesh, ed., Lawrence Erlbaum, 2003 (on reserve).
- Teo, Yi-Ling, “Regulation of the Media Industry,” in *Media Law in Singapore, 2nd ed., 1:1-22*, Thomson: Sweet & Maxwell Asia, 2005 (on reserve).
- Other supplemental readings are available on the Web.

CLASS SCHEDULE**Week 1 Aug. 15: Defining Communications Management**

- * Ch. 1 Introduction to Contemporary Public Relations
- * Ch. 2 Practitioners of Public Relations

Week 2 Aug. 22: The Practice of Communications Management

- * Ch. 3 Organizational Settings
- ** Chay-Németh, Constance, “Becoming Professionals: A Portrait of Public Relations in Singapore,” in *The Global Public Relations Handbook: Theory, Research and Practice, 5:86-105*, K. Sriramesh, ed., Lawrence Erlbaum, 2003.

Week 3 Aug. 29: The History of Communications Management

- * Ch. 4 Historical Origins
- The Museum of Public Relations, <http://www.prmuseum.com/> (all pages on historical figures in PR)

Week 4 Sept. 5: Ethics and Social Responsibility

- * Ch. 3 Ethics and Professionalism
- ** International Public Relations Association Code of Ethics, <http://www.ipra.org/aboutipra/aboutipra.htm>. Click on and read “Code of Athens,” “Code of Venice,” “Environment” and “Media Transparency.”
- *** Corporate social responsibility: Readings TBA

First Exam—through week 4: September 12**Week 5-6 Sept. 12, 19: Legal Contexts**

- **Teo, Yi-Ling, “Regulation of the Media Industry,” in *Media Law in Singapore 2nd ed., 1:1-22*, Thomson: Sweet & Maxwell Asia, 2005.

September 20-28 Mid-Semester Break**Week 7 Oct. 3: Theories in Public Relations & Communication**

- * Ch. 7 Theoretical Underpinnings: Adjustment and Adaptation
- * Ch 8 Communication and Public Opinion

Oct. 1 Hari Raya Puasa—No discussion groups this week (lecture as scheduled)

Week 8 Oct. 10: Communicating with the Media

- * Ch. 9 Internal Relations and Employee Communication
- * Ch. 10 External Media and Media Relations
- *** Multicultural and international public relations: Readings TBA
- *** New media and public relations: Readings TBA

Second Exam—through week 8: Oct. 17

Week 9-10 Oct. 17, 24: The Management of Public Relations

- * Ch. 11 Defining Public Relations Problems
- * Ch. 12 Planning and Programming
- *** Crisis communication and issues management: Readings TBA

Week 11 Oct. 31: Management of Public Relations, *cont.*

- * Ch. 13 Taking Action and Communicating
- * Ch. 14 Evaluating the Program

Oct. 27 Deepavali—No discussion groups this week (lecture as scheduled)

Week 12 Nov. 7: The Practice

- * Ch. 14 Business and Industry Public Relations
- * Ch. 15 Government and Public Affairs

Issue-tracking *presentations* and outline in your discussion group Nov. 3-13.

Week 13 Nov. 14: The Practice, *cont.*

- * Ch. 17 Nonprofits, Trade Associations and Nongovernmental Organizations

Group Issue-tracking *final reports* due 5 p.m. Nov. 17

Final Exam (cumulative): AM, Wednesday, Dec. 3.