

ML02030: PRINCIPLES OF PUBLIC RELATION

1. General information

- Term: 7
- Credits: **Total credits 2 (Lecture: 1.6 – Practice: 0.4)**
- **Self-study: 6 credits**
- Credit hours for teaching and learning activities: 30 hrs.
- Self-study: 90 hrs.
- Department conducting the course:
 - Department: Political Economy - Scientific Socialism
 - Faculty: Social Sciences
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input type="checkbox"/>	
Compulsory <input type="checkbox"/>	Elective <input checked="" type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>

- Prerequisite course(s): No

2. Course objectives and expected learning outcomes

*** Course objectives:**

- Knowledge: The course provides knowledge in social sciences, in particularly, basic knowledge of principle of public relation.
- Skills: The course equips students with teamwork skills; presentation skills; writing skills....
- Attitude: The course trains students to have good manner with morality and a respect to cultural diversity.

*** Course expected learning outcomes**

Notation	Course expected learning outcomes	PLO performance criteria
After successfully completing this course, students are able to		
Knowledge		
CELO1	Apply basic public relations skills to manage public relations activities.	1.3
Skills		
CELO2	Combine skills: writing, presentation, negotiation, negotiation and interviewing in public relations.	4.1
CELO3	Use professional knowledge in communication and group exercises.	5.2
Attitude		
CELO4	Conduct ethically in public relations activities; honesty, compliance with the law and social ethical standards.	9.3

3. Course description

ML02030. Principles of public relations. (2TC: 2 – 0 – 6). Outline of public relations; Public relations activities and applied public relations; application of public relations skills; management of public relations; Some legal and ethical issues posed to public relations activities.

4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3	CELO4
Teaching and learning				
Lecture	x			
Question and answer		x	x	x
Dicussion		x	x	x
Material Reading		x	x	x
Assessment				
Rubric 1. Attendance (10%)				x
Rubric 2. Lecture , Dicussion (30%)	x	x	x	x
Rubric 3. Final exam (60%)	x			

5. Student tasks

- Attendance: All students taking this course must attend classes in accordance with the regulations of VNUA.
- Pre-class preparation: Read the textbooks and course materials before the class. Prepare questions for discussion at the class.
- Lecture and Dicussion: All students attending this module are required to participate in group assignments. Each group will select a presentation topic, discuss it, develop an outline, investigat the facts, and select a representative from the group to give the presentation to the class.
- Take final exam.

6. Text books and references

- Nguyen Dinh Toan (2018). Lesson on Public Relations, National Economics University Publishing House, Ha Noi.
- Hoang Xuan Phuong & Nguyen Thi Ngoc Chau (2017). Professional PR style, Social Labor Publishing House, Ha Noi.
- Tài liệu khác:
- + Le Thi Xuan & Ha Thi Yen (2018). Sustainable work: Approach from the perspective of satisfaction of rural workers after vocational training, Asia-Pacific Economic Review.

7. Course outline

Week	Content	Course expected learning outcomes
1, 2	Chapter 1: Outline of public relations	
	A/ Main contents: (6 hours) 1. Theories: 6 hours 1.1. Public and public relations 1.2. Communication theory – Theoretical foundations of public relations 2. Practice: 0 hours	CELO1, 2, 3, 4
	B/ Self-study contents: 18 hours 1.3. Brief history of the development of public relations	CELO5
3, 4	Chapter 2: Public relations activities and public relations application	
	A/ Main contents: 6 hours 1. Theories: 4 hours 2.2. Public relations application 2. Practice: 2 hours	CELO1, 2, 3, 4

	- Public relations in TH true milk group today -The Communist Party's mass mobilization work in the Vietnamese revolution	
	B/ Self-study contents: 18 hours 2.1. Public relations activities Material Reading, Review the problems the teacher has presented in class and do the exercises	CELO4
	Chapter 3: Using skills in public relations	
5, 6, 7, 8	A/ Main contents: 10 hours 1. Theories: 6 hours 3.1. Writing skill 3.2. Presentation skills 3.3. Negotiation and negotiation skills 2. Practice: 4 hours - Choose a presentation topic - Choose a topic to negotiate, negotiate - Select a press interview and Point out common mistakes in interview responses	CELO1, 2, 3, 4
	B/ Self-study contents: 30 hours 3.4. Answer Interview skills Material Reading, Review the problems the teacher has presented in class and do the exercises	CELO4
	Chapter 4: Public relations management	
8, 9	A/ Main contents: hours 1. Theories: 5 hours 4.1. Strategic public relations management 4.2. Crisis and Crisis management 2. Practice: 0 hours	CELO1, 2, 3, 4
	B/ Self-study contents: 18 hours Material Reading, Review the problems presented by the lecturer in class and work on the exercises	CELO4
	Chapter 5: Some legal and ethical issues required for public relations activities	
10	A/ Main contents: 3 hours 1. Theories: 3 hours 5.1. Some legal issues required for the public relations profession 5.2. Some ethical issues required for Public Relations Officers	CELO1, 2, 3, 4
	B/ Self-study contents: 9 hours Material Reading, Review the problems presented by the lecturer in class and work on the exercises	CELO4