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## **PUBLIC RELATIONS & SOCIETY in Fall 2018 (CM3005)**

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| <b>Course Code</b>    | CM3005                  | <b>Professor(s)</b>     | Thibaut Thomas  |
| <b>Prerequisites</b>  | None                    | <b>Office Number</b>    |                 |
| <b>Class Schedule</b> | M: 16:55-19:50 in G-207 | <b>Office Hours</b>     |                 |
| <b>Credits</b>        | 4                       | <b>Email</b>            | tthomas@aup.edu |
| <b>Semester</b>       | Fall 2018               | <b>Office Tel. Ext.</b> |                 |

## **Course Description**

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The course serves as a general introduction to the field of Public Relations in its diversity, and aims at helping students to develop critical thinking about persuasion, influence campaigns, corporate responsibility and state-controlled propaganda.

It explores key areas of PR today, notably corporate PR, sports PR, fashion PR, crisis PR, politics and other emerging digital practices such as grassroots campaigning, through the examination of key case studies, media and film portrays of PR, as well as several workshop aiming at acquiring key skills.

The class sets grounds for invigorating debates on the ethics of PR, the complexity of corporate communications, the subtle relationship between corporations and medias and journalists within society as well as the latest disinformation and digital techniques.

## **Course Learning Outcomes**

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know and understand the history, principles and practice of public relations.

know and understand the discipline of public relations with a specific focus on the theoretical foundations for and the practice of public relations.

know and understand relevant communication theories and their application to public relations practice

able to assess the contexts –global, social, political, intellectual, cultural, environmental, economic and technological–in which PR practitioners operate.

become more practiced in public relations writing skills, notably those associated with speeches, fundraising and media releases.

Able to examine and assess public relations practice through relevant case studies and contemporary issues.

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Able to analyze organizational issues related to public relations and develop strategies to resolve public relations problems or to leverage public relations opportunities.

## General Education

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[PLEASE EDIT OR REMOVE THE FOLLOWING TEXT AS APPLICABLE]

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

## Course Outline

## Textbooks

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This course doesn't have any textbook.

## Attendance Policy

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Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR

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COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an “F” for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

## **Grading Policy**

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## **Other**

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