

Course Outline Human and Public Relation

The purpose of this unit is to empower the learner with knowledge, skills, attitudes, values to enable the learner to have good interpersonal relations in a working environment.

General Objective

By the end of this unit, the learner should be able to:

- Appreciate the importance of human relations in a working environment
- Relate human relations to productivity levels
- Appreciate the role of public relations in a business set up
- Acquire the necessary background knowledge for further studies in human relations and related disciplines
- Understand the basic principles and techniques applied in dealing with public relations problems

WEEK ONE: INTRODUCTION TO HUMAN RELATION

- ✓ Meaning of Human Relations
- ✓ Need to Study Human Behaviour
- ✓ Human Relation Theories
- ✓ Essential of Human Relation

WEEK TWO: SOCIAL ORGANIZATION

- ✓ Meaning of Social Organization
- ✓ Factors undermining social stratification
- ✓ Meaning Beurocraucy
- ✓ Features of Beurocracy

WEEK THREE: PERSONALITY

- ✓ Definition of personality
- ✓ Constituents of Personality
- ✓ Origin of Personality
- ✓ Factors that makes individuals Differ

WEEK FOUR: ATTITUDE

- ✓ Definition of Attitude
- ✓ Function of Attitude
- ✓ Effects of Attitude on Behaviour

WEEK FIVE: FRUSTRATION

- ✓ Definition of Frustration
- ✓ Causes of Frustration
- ✓ Defence Mechanism to Frustration
- ✓ Solution to defence Mechanism

WEEK SIX: INTRODUCTION TO PUBLIC RELATIONS

- ✓ Definition of Public Relation
- ✓ Importance of Public relation
- ✓ Evolution of Public Relation
- ✓ Role of Public relations in an organization

WEEK SEVEN: SCOPE OF PUBLIC RELATION

- ✓ Definition of Public
- ✓ Scope of PR
- ✓ Types of Publics
- ✓ Relationship between an Organization and Public

WEEK EIGHT: ETHICS IN PUBLIC RELATION

- ✓ Definitions of Ethics
- ✓ Function of PR departments
- ✓ Function of PR officer
- ✓ Qualities of PR Officer
- ✓ Code Of professional conducts

WEEK NINE: MEDIA AND PUBLIC RELATION ACTIVITIES

- ✓ Definitions of Media
- ✓ Media used in public Relations
- ✓ Factors influencing choice of Media

WEEK TEN: PLANNING, IMPLEMENTING AND EVALUATIONG PR PROGRAMMES

- ✓ Planning and implementing of public relations programme
- ✓ Factors considered when choosing the implementers of Public relations Programme
- ✓ Methods of Evaluating Public Relations programme

WEEK ELEVEN: SPECIAL USES OF PUBLIC RELATIONS

- ✓ Specials Areas of Public Relations
- ✓ Distinction between special areas of Public Relations

WEEK TWEELEVE: EMMERGING ISSUES AND TRENDS

- ✓ Emerging Trends and Issues
- ✓ Challenges posed Emerging issues and Trends
- ✓ Ways of coping with Challenges posed by emerging Issues and trends

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- ✓ Diggs-Brown, B. (2007) . *The PR Styleguide: Formats for Public Relations Practice*. 2nd Ed. US: Thompson Wadsworth Company

