

# STUDENTS' HANDBOOK

PROFESSIONAL DIPLOMA IN PUBLIC RELATIONS (DPR)

## NIGERIAN INSTITUTE OF PUBLIC RELATIONS



### ABUJA

Suite 4, Block A, A R O Plaza, Plot 2105  
Herbert Macaulay Way, Wuse, Zone 6  
Abuja

### LAGOS

Plot 5, Tokunbo Ali Street, Off Toyin Street  
Ikeja  
Lagos

### PHONE

07010383277  
09094367076  
08081302618

### EMAIL

[info@nipr.org.ng](mailto:info@nipr.org.ng)

[www.nipr.org.ng](http://www.nipr.org.ng)

## FOREWORD

As the sole regulator of Public Relations Practice in Nigeria, it behooves the Nigerian Institute of Public Relations to regularly update its curriculum to reflect the fast changing landscape of the global practice of Public Relations and Communication Management. This revised syllabus is therefore in fulfillment of one of the Institute's mandates as stated in Section 1(b) of its enabling Act: "determining what standards of knowledge and skill are to be attained by persons seeking to become registered members of the public relations profession and re-viewing those standards, from time to time, as circumstances may permit".

I commend the meticulous work by members of the Institute's Education Advisory Board led by Professor Emmanuel Samu Dandaura, which has bequeathed us this revised curriculum for the NIPR Professional Certificate (CPR) and Diploma (DPR) courses. The Federal Ministry of Education (DE/ESS/20/EV.9/13 Of 24<sup>th</sup> March 2000) has since accredited and rated the CPR and DPR professional certificates of the Institute as equivalent to the Ordinary National Diploma (OND) and Bachelors of Science Degree (B.Sc.) in Nigeria.

This revised syllabus approved by Council since 2014 comes into effect 1<sup>st</sup> January 2020. The Education Advisory Board of the Institute was forward-looking in its revision of the curriculum as the courses did not only cover emerging trends like the impact of social media on public relations practice but also exposes the student to other emerging issues like the imperatives of big data and ethical revolution on the practice of public relations. It is gratifying to note that the Basic Minimum Academic Standards (BMAS) for the newly introduced Bachelor of Science (B.Sc.) degree programme in Public Relations by the National Universities Commission (NUC) drew largely from this revised NIPR curriculum. This means that students who pass through the new B.Sc. Public Relations programmes in Nigerian Universities will have seamless entry into the public relations industry in Nigeria as the curriculum is largely industry driven. Most importantly, it also means that our DPR graduates will be at par with any B.Sc. Public Relations graduate from any Nigerian University.

The Education Advisory Board, has also broken the new syllabus into specific modules with detailed explanation of the objectives and expected learning outcomes. The Institute has approved more training centers and examination venues across the country to make it easier for candidates to access these training opportunities regardless of where they are located in Nigeria. The Institute is working to ensure that sooner than later, opportunities are created for candidates who wish to undergo some of these courses online to do so from the comfort of their homes and offices.

On behalf of the Council, I welcome you to leverage the opportunities this new curriculum offers you. Be assured that we are also happy to receive your feedback on any aspect of the programmes.

**Mallam Mukhtar Zubairu Sirajo**

NIPR President and Chairman of Council

6<sup>th</sup> February 2020

## **BRIEF ON THE NIGERIAN INSTITUTE OF PUBLIC RELATIONS**

Nigerian Institute of Public Relations (NIPR) hitherto known as the Public Relations Association of Nigeria (until when it was renamed in 1972) was established in 1963 as the sole regulator of Public Relations practice in Nigeria.

The body attained the status of a Chartered Institute in June 1990 through Decree No. 16 of 1990 (Cap N114, Laws of the Federation of Nigeria, LFN, 2004- now an Act of the National Assembly) from which it derives the power and responsibility to register members, set parameters of knowledge required to qualify to practice.

This Law empowers the Nigerian Institute of Public Relations to register members, regulate and monitor the practice and development of the Public Relations profession in Nigeria as well as establish Code of Ethics to guide the professional conduct of members.

The NIPR Act makes it mandatory for anyone who seeks to be gainfully employed in the field of public relations in Nigeria to first register as member of the Institute. It is therefore a criminal offence, punishable by imprisonment or fine or both for anyone to practice or claim to practice public relations, by whatever name, in Nigeria without first obtaining membership of the Institute.

## **GOVERNANCE AND ADMINISTRATION**

At the helms of the Institute's affairs is the President, assisted by a Vice President – in a 22-member Governing Council, comprising 17 Elected and 5 Federal Government nominated Members every two years. The President and Vice president are elected from among the 22 members through an electoral college. They preside over the affairs of the Institute as Chairman and Vice Chairman respectively.

Administratively, the Council appoints a Registrar, whose duty among others, is to prepare and maintain the register of members in accordance with the rules made by the Council.

Ultimately all acts undertaken by the officers and staff of NIPR are in the name of, and with the authority of, the Council

From inception till date (1963 – 2020), the Institute has produced fourteen (14) Presidents

Dr. Sam Epelle 1963 – 1968

Alhaji Sabo Mohammed 1993 – 1998

Chief Kanu Offonry 1968 – 1972

Chief Jibade Oyekan 1998 – 2001

Tonye Willie Harry 1972 – 1976

Senebo Bobo Brown 2001 – 2005

Alhaji Ikhaz Yakubu 1976 – 1980

Professor Ike Nwosu 2005 – 2009

Chief Bob Ogbuagu 1980 – 1984

Alhaji Mohammed A. Abdullahi 2009 – 2013

Chief Alex Akinyele 1984 – 1988

Dr. Rotimi Oladele 2013 – 2018

Mazi Mike Okereke 1988 – 1993

Mallam Mukhtar Zubairu Sirajo 2018 – to date

## **THE PIONEERS**

The history of NIPR's formation will not be complete without referencing the foundation members; who include, the pioneer President – Late Dr. Sam Epelle, Alex Nwokedi, Aduke Alakija, Theo Awobogu, Kunle Ojora, Wilton High and Dan Agbakova, who took the first initiative that resulted in the establishment of the Institute.

## **STATE CHAPTERS**

NIPR branch organization at the state level is called Chapters. Each has an elected executive team led by a Chairman.

See current State Chapters' information on website <http://nipr.org.ng>

## **NIPR EDUCATION ADVISORY BOARD**

The Education Advisory Board is one of the statutory organs of the Council of the Nigerian Institute of Public Relations which oversees the education, professional accreditation and certification functions of NIPR as stated in sections 11 and 12 of Decree 16 of 1990, The Nigerian Institute of Public Relations Practitioners Decree (now cited as Cap N114, Laws of the Federation of Nigeria, LFN, 2007). These include the following:

- i. advise the NIPR Governing Council on all education, training and continuing professional education matters;
- ii. superintend all professional research, publications, library development and strategic professional collaborations of the Institute;
- iii. organize and control teaching functions of the Institute, the admission of students and the discipline of students and trainees;
- iv. establish, organize and control Public Relations schools, study centers, departments, and other teaching and research units of the Institute and the allocation of responsibility for different aspects of learning in Public Relations;
- v. coordinate the activities of all her sub-committees
- vi. organization and control of courses of study in the institute and the examination held in conjunction with these courses including the appointment, promotion and discipline of instructors/examiners, both internal and external;
- vii. approve release of all NIPR professional examinations after ratification of its approval of all results by the Governing Council;
- viii. recommend deserving individuals to the Governing Council for the award of professional Public Relations Certificates or Diplomas and such other qualifications as may be prescribed in conjunction with examinations held; and
- ix. perform any other duty assigned to her by the Governing Council or the President on behalf of Council.

## **COMMITTEES OF THE BOARD**

Under the overall supervision of the Council, the Education Advisory Board functions through its carefully designed committee system. The Committee system ensures adequate attention is given to each of its core mandates, which includes accreditation of all training institutions and programmes in the field of public relations in Nigeria. The committees include:

- i. Academic Planning and Quality Assurance
- ii. Curriculum Development and Accreditation
- iii. Training and Membership Continuing Education
- iv. Academic Records and Examinations
- v. Research and Publications
- vi. International Training, Linkages and Collaborations

## **PHILOSOPHY OF THE DPR PROGRAMME**

The professional Diploma in Public Relations programme is designed to develop well rounded and skillful management level manpower that will function effectively within the Nigerian society. The programme grounds the students in the theoretical and practical dimensions of Public Relations in Nigeria as well as comparative exploration of public relations practices and methods globally. The programme is intended to graduate students who can earn a living on their own and who can affect the public Affairs and corporate communications industry positively.

The professional Diploma in Public Relations curriculum is aimed at providing students with professional knowledge of the detailed demands made on Public Relations professionals in the different practice fields of Public Relations. Among the areas graduates of the programme can function are:

- i. Crisis Communication Managers,
- ii. Corporate Affairs Officers,
- iii. Reputation Managers,
- iv. Relationship Managers,
- v. Protocol Officers,
- vi. Media Relations Officers,
- vii. Corporate Communications Officers,
- viii. Information officers, Science Communicators,
- ix. Strategic Communication Officers, etc.

The overall goal is to equip the graduates with management level skills required to effectively discharge public relations functions in both public and private establishments. Thus, the programme shall equip students with core professional competences that will enable them master the following:

- i. the techniques, methods and application of public relations, strategic management, stakeholders' relationship mapping, perception studies,
- ii. communication research: quantitative and qualitative content analysis, survey research, experimental research, field and historical research;
- iii. the diverse communication media available to public relations professionals in the planning and execution of public relations campaigns;
- iv. the potentials of the mass media (print media, radio, television and film); new media and other tailor-made media as vital tools for Public Relations campaigns;
- v. methods of designing effective integrated marketing communications and change - communication messages
- vi. evaluation of strategic communication programmes and audience survey;
- vii. the nature, impact and power of public relations in management of organisations.

## **OBJECTIVES**

The specific objectives of the professional Diploma in Public Relations programme include:

- i. To train skillful public relations professionals who can work efficiently in public and private organisations;
- ii. To produce professionals who are equipped with skills clearly relevant to work and intended to facilitate entry or progression in employment or higher education
- iii. To produce well rounded middle-level corporate communications manpower who can combine the communication and management roles of public relations to service public and private organisations

## **DPR ADMISSION REQUIREMENTS**

To qualify for admission, a candidate must possess any of the following qualifications:

- I. Professional Certificate in Public Relations (CPR) of the Nigerian Institute of Public Relations or its equivalent as recognized by the NIPR Council
- II. A University degree in social sciences, arts and humanities or any other discipline or its equivalent recognized by the Institute.
- III. Holders of HND in Mass Communication, Communication Arts, Marketing or London CAM Certificate in Communication Studies

NOTE: In special circumstances, consideration may be given to those with professional experience in public relations who may not meet some of the above requirements.

## **EXEMPTION**

Exemption on a subject basis may be granted in relevant papers, which applicants may have written in other examinations that are acceptable to the Council of the Nigerian Institute of Public Relations.

## **DELIVERY METHODS**

The delivery mode for the Diploma in Public Relations programme shall be essentially through study packs to be purchased from the Institute and personal studies by the candidates. However candidates may, at their own cost, take advantage of facilities provided at NIPR accredited centres or schools to undergo special tutorials. Often, such accredited centres/schools utilise the following training modes:

- i. Lectures.
- ii. Seminars; students would be required to present seminars for peer assessment. Some assignments might be submitted online.
- iii. Workshops: The nature of some courses require intensive workshop type interaction where the students can work in-groups and plenary.
- iv. Participatory Learning: this is a hands-on learning method, which encourages both the teacher and the student to enter into learning situations, exchanges and share experiences.

## **MODE OF ASSESSMENT**

- i. Written examinations will be taken for all courses (except in DPR 415: Special Project in Public Relations) during the first week in February, June and October annually.
- ii. the examinations shall take place in designated centres as approved by the Council from time to time

## **DEFERMENT POLICY**

Notice of deferment for any course is to be sent by the candidate, citing grounds for deferment in writing to [info@nipr.org.ng](mailto:info@nipr.org.ng) not later than 6 ( six) weeks prior to such examinations. The Institute reserves the right to accept or refuse such grounds of deferment. However, approved deferments shall not be beyond one diet.

## **GRADUATION REQUIREMENTS**

In addition to general NIPR graduation requirements, candidates for the Professional Diploma in Public Relations must score a minimum of 50% in all courses taken and 3.00 cumulative grade point overall average to graduate. (30 Minimum Credits and 42 Maximum Credits)

### **Grades**

0 – 49 – F

50 – 59 – C

60 – 69 \_ B

70% and Above \_ A

## **EXAMINATION**

Candidates can seat for these courses in two or three diets minimum depending on each candidate's capacity.

## **VALIDITY OF REGISTRATION**

As a general rule, all registrations elapse at the end of each diet. All candidates need to revalidate their student status not later than 10<sup>th</sup> January, 10<sup>th</sup> May and 10<sup>th</sup> September to qualify to seat for the February, June and October diets respectively. All registration done after these dates will be considered as valid for the next available diet.

Examination timetable will be given to candidates during the registration exercise.

## **MAXIMUM NUMBER OF SEATING FOR CPR EXAMINATIONS**

No candidate shall seat for DPR courses for more than six (6) diets. Candidates who fail to pass all the required courses after six diets from their first registration shall be required to start the process afresh.

## **EXAMINATION DATES AND VENUES**

There are now three diets in a year (February, June and October). The dates are first Mondays in February, June and October annually. The list and addresses of examination centers could be obtained from the NIPR secretariats or official Institute's website.

## **EXAMINATION MISCONDUCT**

The Institute frowns at examination misconduct and as such, expects all candidates to be of good conduct during examinations as any candidate found guilty of examination misconduct(s) will be sanctioned in accordance with the approved exam regulations of the Institute. **(kindly refer to the Examination Ethics, Rules and Regulations)**

## **EXAMINATION RESULTS**

The Institute makes efforts to release the result of its examinations promptly. With effect from the 2020 November diet, examination results shall be released not later than six weeks after the last paper written by DPR candidates.



## REVISED SYLLABUS FOR PROFESSIONAL DIPLOMA IN PUBLIC RELATIONS

### PART I

COURSE CODE	COURSE TITLE	CREDIT LOAD	STATUS
DPR 311	Public Relations and Strategic Management, Policy & Corporate Planning	3	Compulsory
DPR 312	Corporate, Product and Service Brands Management	3	Compulsory
DPR 313	Media Relations, Procurement and Performance Management	3	Compulsory
DPR 314	Marketing & Advertising in Public Relations	3	Compulsory
DPR 315	Strategic Communication and Crisis Management	3	Compulsory
DPR 316	Research Methods for Public Relations	3	Compulsory
DPR 317	Public Relations Seminar	3	Required Elective
	<i>Total</i>	21	

### PART II

COURSE CODE	COURSE TITLE	CREDIT LOAD	STATUS
DPR 411	Financial Literacy for Public Relations	3	Compulsory
DPR 412	Comparative Public Relations Systems	3	Compulsory
DPR 413	Public Relations for International Organizations	3	Compulsory
DPR 414	Project and Public Relations Campaign Management	3	Compulsory
DPR 415	Research Project in Public Relations	6	Compulsory

#### Credit Load

**Minimum of 14 Credit Units per diet(3 diets)**

**Maximum of 21 Credit Units per diet (2diets)**

# COURSE OUTLINES: DPR

## PART I

### **DPR 311 PUBLIC RELATIONS IN STRATEGIC MANAGEMENT, POLICY & CORPORATE PLANNING**

#### Course Overview

The course is designed to impact basic strategic management skills and abilities to help the student to develop skills in strategic public relations management based on analysis of current and historical case studies. It shall help them to develop a conceptual framework for competitive strategies and learn techniques for formulating commercial goals, objectives and strategy. Also, students shall learn what is involved in developing, implementing and evaluating public relations strategies. It is also designed to provide

them insights on understanding an organization's internal and external environment; as well as identifying and addressing public relations situations that emerge in these environments.

#### Learning Outcomes

At the end of the course, students would be expected to

- i. Explain the conceptual foundation and professional competencies related to strategic management process of the public relations function in a corporate environment
- ii. Analyze the purpose of public relations and its strategic process.
- iii. Identify and explain the concepts and theories on which strategic public relations is based.
- iv. Develop a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics that can better serve the organization's goals
- v. Applying strategy and tactics based on a sound understanding of public relations concepts and practices
- vi. Think strategically about how to select and employ public relations tactics, and how these are most fitting for a client and/or problem
- vii. Function as public relations strategists and demonstrate the necessary skills to fulfill this role.

#### Course Content

The Strategic PR Management Process and Decision - Making

Models of strategic public relations

- i. Four-by-four model
- ii. Balanced Score card, etc.

Corporate Planning

- i. Evaluating Competitive Advantages

- ii. Conceptualizing Corporate Planning
- iii. Policy and Decision Making
- iv. Techniques of Analysis in Corporate Planning
- v. Qualitative and Quantitative Techniques
- vi. Forecasting in Corporate Planning
- Environmental Analysis
  - i. Understanding the components of Analysis
  - ii. SWOT, PESTLE and Porter's 5 Forces
- Corporate Governance
  - i. Ethical Issues in Corporate Planning
  - ii. Corporate Social Responsibility
  - iii. Assessing the Industry; Market and Competitive Position
- PR Strategy Selection, Goals and Objectives
  - i. Formulating Strategy to Create Competitive Advantage
  - ii. Implementing Strategy, Performance Evaluation and Control
- PR and the Challenges of the Nigerian Business Environment
- Strategic Change and Re-Positioning the Organization

## **DPR 312 CORPORATE, PRODUCT AND SERVICE BRANDS MANAGEMENT**

### Course Overview

Some of an organization's most valuable assets are the brands that it has invested in and developed over time. These include the corporate, product and service brands. This course provides students with insights into how profitable brand strategies can be created. It shall equip the students with knowledge and capacities to understand and analyse brand and branding management, from the corporate and consumer perspective.

### Learning Outcomes

At the end of the course, the student should be able to

- i. Explain relevant theories, models and tools for the making of brand decisions.
- ii. Demonstrate knowledge of the appropriate concepts and techniques to improve the long-term profitability of brand strategies.
- iii. Plan, implement and evaluate brand strategies
- iv. Explain what is brand equity and show how to build a brand equity,
- v. Demonstrate knowledge of how brand equity can be measured, and the techniques of how to capitalize on brand equity to expand an organization's business.

## Course Content

Understanding Brand Fundamentals: Meaning, Building and Growth Brands and Brand Management

Introducing and Naming New Products and Brand Extensions

Customer-Based Brand Equity and Brand Positioning

Choosing Brand Elements to Build Brand Equity

Brand Selection and Rationale for Brand Audit Due

Designing Marketing Programs to Build Brand Equity

Integrating Marketing Communications to Build Brand Equity

Leveraging Secondary Brand Associations to Build Brand Equity

Developing a Brand Equity Measurement & Management System

Measuring Sources of Brand Equity: Capturing Customer Mindset

Measuring Outcomes of Brand Equity: Capturing Market Performance

Designing and Implementing Branding Architecture Strategies

Managing Brands Over Time

Managing Brands over Geographical Boundaries, Cultures and Market Segments

## **DPR 313 MEDIA RELATIONS, PROCUREMENT AND PERFORMANCE MANAGEMENT**

### Course Overview

The course instructs the students on how to use the media for PR activities. It highlights the various media used as PR tools and the techniques involved in using them. It also prepares the students to adopt certain techniques in handling the media and media men for the overall benefits of PR activities.

### Learning Outcomes

At the end of this course, the candidates shall demonstrate good grasp of the practice of media procurement and management. They should be able to explain clearly the different Media buying and monitoring Techniques, Media relations competencies for Public Relations practitioners and how to handle and earn respect of journalists

### Course Content

#### Introduction

i. Definition of concepts:

ii. Media

iii. Media relations

iv. Media procurement

v. Media management

Media as tools of PR

i. Print, electronic, social media, outdoor media, etc

Understanding media relations techniques

i. Facility visit

ii. Luncheon

iii. Press releases

iv. Press conferences

v. Handouts

vi. Brochure

vii. Toolkits

Media buying and monitoring Techniques

Media relations competencies for Public Relations practitioners

How to handle and earn respect of journalists

## **DPR 314 MARKETING & ADVERTISING IN PUBLIC RELATIONS**

### Course Overview

The course will introduce students to marketing, advertising and public relations as elements of the integrated marketing communications mix. It will consider issues that relate to the development of promotional campaigns and how they affect the goodwill of an organisation both inwardly and outwardly. Also, the course will help students learn

how to apply the understanding of all these marketing domains to the strategic design, execution and evaluation of integrated marketing communications campaigns.

### Learning Outcomes

At the completion of the course, students are expected to be able to do the following:

i. Appraise the importance of integrated marketing communications and its impact on brand equity.

ii. Develop and evaluate marketing communications objectives.

iii. Understand a marketing communications budget and how organizations allocate media resources within a budget.

iv. Differentiate how organizations plan and execute marketing communications. v. Evaluate advertising, direct marketing, digital marketing, public relations, sales promotion and personal selling strategies and tactics.

vi. Demonstrate critical thinking by challenging theory and marketing communications practice.

vii. Apply theory, content knowledge and creative skills to solve complex marketing communications problems.

viii. Develop skills in teamwork, time management and communication.

## Course Content

### The Concept of Marketing:

- i. Markets and Marketing
- ii. Marketing issues
- iii. Marketing and society

### The Marketing Process:

- i. Strategy
- ii. Planning

### Identifying the customer:

- i. Building customer care relationships
- ii. Advertising and influence of Consumer attitudes: The use of information and emotion in advertising
- iii. Communications strategies
- iv. Factors that influence the communication process
- v. The influencer model of communication

Integrated Marketing Communication and brand equity enhancement Situation analysis and market segmentation

Brand positioning and advertising management

Advertising implementation and media planning

Direct marketing and sales promotion

Personal selling

Public relations and sponsorship

Digital marketing and effective marketing campaigns

## **DPR 315 STRATEGIC COMMUNICATION AND CRISIS MANAGEMENT**

### Course Overview

The course will educate the students on how to identify the various kinds of crises faced by organizations. It will also teach them how to develop strategic communication plan for such. Students will learn communication strategies and tools such as understanding the public mindset and the media, building a relationship with the media, writing press releases, preparing press kits, organizing a press conference, and dealing with media interviews in crisis situations. The students will also be guided to know how to establish and enhance an organization's responsiveness to both the public and to the media in extreme crisis situations. Also the students will be taught how to prepare the organization for post-crisis business continuation.

### Learning Outcomes

After this course the student will be able to:

- i. Prepare a crisis communication strategy and practical plan

- ii. Conduct crisis risk assessment including issues mapping
- iii. Design best-practice crisis communication systems, teams and protocols
- iv. Create crisis resources such as manuals and online platforms
- v. Manage communication proactively during and after a crisis event
- vi. Create decisive crisis messages, positioning and response tactics
- vii. Engage confidently with journalists and in social media during a crisis
- viii. Perform effectively even in the most challenging of crisis interviews

## Course Content

Conceptual clarification of Crisis and the Crisis cycle

- i. Types of Crisis
- ii. Crisis Communication – meaning and importance

Reputation and Issues Management

- i. Strategic reputation management
- ii. Reputation, authenticity and ethics
- iii. Stakeholder engagement
- iv. Strategic issues management

Understanding Crisis Communications and Crisis Management

Role of Public Relations and the Media

Equipping the Leadership and Staff on their roles during crisis

Conducting the Crisis Audit

- i. Why Audit?
- ii. Using a Risk Matrix
- iii. Performing a Risk Level Analysis

Developing a Response Process

- i. Pre-Assignment Review
- ii. Crisis Response Process

Incident Management Techniques

- i. Responding to Incidents
- ii. Documenting Incidents
- iii. Investigating Incidents

Communicating to both the internal and external publics

Developing Strategies in Communications with the Public and the Media

Strategic Communication flows and how to control them

Creating an effective Crisis Communications plan and manual

Creation of emergency response groups

Reducing the damage to your organisation's image  
Crisis and Media Relations/ Command and Control of the Media  
Crisis Management in Social Media  
i. Principles of online crisis communication and PR  
ii. Digital channels and platforms for crisis communications  
iii. Online crisis communication strategy and planning  
iv. Online crisis communication response and engagement  
Business Continuity and Recovery Programme  
Case studies in crises communication

## **DPR 316 RESEARCH METHODS FOR PUBLIC RELATIONS**

### Course Overview

This course shall expose candidates to the importance and specific demands of research in public relations.

### Learning Outcomes

At the end of this course the candidates should be able to:

- i. explain the importance of research in public relations
- ii. understand the role and importance of research in responding to potential or emerging public relations problems or potential opportunities.
- iii. design and conduct research on any aspect of public relations (from choice of topic to selection of methodology, data collection and report writing)
- iv. apply research skills, strategic and creative thought in the development of a public relations campaign and collateral materials

### Course Content

Definition of concepts: Nature of research in public relations, need for research, etc. Role of

Research in Public Relations

Sources of information for researchers in Public Relations

- i. Conducting Research to Develop Strategy
- ii. Conducting Research to Monitor Programs and Evaluate Results
- iii. Types of Public Relations Research

Issues in research methods: Copyright, piracy and plagiarism

Steps in the research process: Topic selection, outline, etc.

Methodology: Between Qualitative and Quantitative



## Qualitative Research Methods

- i. Nominal Group Technique
- ii. In-depth Interviews
- iii. Focus Groups
- iv. Field Observations

## Quantitative Research Methods

- i. Content analysis
- ii. Surveys

## Research Problem

## Drafting Research Questions

Report writing: Use of Illustrations: Tables, graphs, charts, pictures, etc.

Documentation (II): Tables, References, Bibliography, Appendices, etc.

## **DPR 317 SEMINAR IN PUBLIC RELATIONS**

### Course Overview

Candidates will be required to research into approved topics and present a term paper as part of the course requirements. This course shall utilize either online or face-to-face presentation format for assessment. Upon registration, candidates shall be given instructions on how their seminar presentations will be organized.

### Learning Outcomes

At the end of the course the candidates should be able to

- Conduct independent research on any public relations issue of interest
- Demonstrate good oral presentation skills
- Conduct audience analysis and identify how to convince such an audience through face-to-face engagement
- Demonstrate ability to write a long essay in a logical and engaging manner

### Course Content

Seminar topics could be selected from any aspect of public relations

# CPR COURSE OUTLINE

## PART II

### **DPR 411 FINANCIAL LITERACY**

This course aims to enhance the capability of the public relations manager to develop viable criteria on which financial plans can be based, identify the organization's capacity for investment and implement the plan effectively and efficiently.

#### Learning Outcomes

At the end of the course, the candidates should be able to:

- evolve workable financial plans for the running of a public relations organization
- explain how business organizations raise capital and manage their financial resources for profit

#### Course Content

- The meaning and Scope of Financial Management
- Mathematics of Finance
- Financial Planning, Analysis and Evaluation
- Capital Budgeting with Certainty
- Capital Rationing
- Capital Budgeting with Risk
- Capital Investment with Inflation
- Capital Replacement Decision
- Cost of Capital
- Capital Structure Theory
- Portfolio Theory
- Working Capital Management
- Sources of Finance
- Dividend Policy
- Financial Market
- Mergers and Acquisition
- Foreign Exchange Management

### **DPR 412 COMPARATIVE PUBLIC RELATIONS SYSTEMS**

#### Course Overview

This course shall cover global issues affecting the public relations profession, the professional, the specialized practices, and the engagement of stakeholders, simultaneously at home, host, and

transnational levels. It shall include an evaluation of the various factors that determine the profession's evolution and practice in different countries. In spite of the emphasis on the global, the readings and debates of this course clearly address the subjects of diversity and multiculturalism, which are also relevant for the practice and study of public relations in complex national and regional environments.

#### Learning Outcomes

At the end of the course, the candidates should be able to

- analyze the main concerns affecting the management of the public relations function, such as transnational crises; coordination and control mechanisms (i.e., integration and localization balance); professionalism levels; trends;
- explain the role of public relations, including the responsibilities, and competences needed from one clime to another.
- Explain the challenge of multiculturalism particularly as it affects communication across cultures and public relations practice from one country to another

#### Course Content

- Evolution of Public Relations
- Theories and methods of public relations
- Understanding the cultural metrics affecting public relations practice  
Overview of international public relations
- Evolution of public relations in Nigeria, UK and China
- Structural comparisons between public relations practice in Nigeria, UK and China  
Influence of International Public Relations on Nigeria's foreign image the state of the public relations profession in Africa and Europe
- Case Study: comparative study of Public Relations in Nigeria and any three other African countries (e.g., South Africa, Kenya, Tunisia etc)
- Public Relations in Latin America, Central and Eastern Europe
- Public Diplomacy, Corporate Foreign Policy, and Image of Nations
- The future of Public Relations

#### **DPR 413 PUBLIC RELATIONS FOR INTERNATIONAL ORGANIZATIONS**

A primary goal of the course is to help students become knowledgeable about the ever increasing development of the field across the world and the opportunities it offers, especially in government, transnational businesses, non-governmental organizations, and global agencies.

## Course Content

### Introduction and Overview

- Goals, objectives, strategies, and tactics of International organizations
- Trends of PR and PR for International organizations
- Problem, issue or opportunity faced by the organizations

### Overview of Public Relations practice across the globe

### Transnational Crises faced by international organizations

- Cultural Dimensions in relationship to PR campaign
- Description of affected or involved primary and secondary publics/audiences • Examination of the appropriate and unique approaches taken to reach the specified target audiences

### Environmental, current events and other influences

- How to coordinate, control and manage PR practice between the headquarters and the subsidiaries
- Implementation/use of messages and communication tools
- Influence of Public Relations programmes on Foreign nations' Perceptions

### Public relations in transnational corporation in Nigeria (e.g. MTN, Unilever, Procter and Gamble etc)

- Identify a crisis faced by such foreign transnational corporation in Nigeria. • Use news reports, social media, and corporate information such as website or news releases to briefly describe the crisis and its consequences.
- Analyze corporate responses using the theory of transnational crisis or cross national conflict shifting articulated by the instructor of the course

### Analysis of public diplomacy content on Government websites

- Select the website of any government-owned agency in Nigeria that targets a global audience
- Identify and analyze the target audiences and strategies used, using the readings on public diplomacy as theoretical framework

### Global Corporate Social Responsibility and Sustainability

## **DPR 414 EVALUATING PUBLIC RELATIONS CAMPAIGNS**

### Course Overview

Public Relations Campaigns is a capstone course that introduces students to the process of campaign development, management, and evaluation using the principles and strategies of public relations and

agency management. Recreating real-world professional settings, this course marks the transition from student to professional. This is an exciting opportunity for students to apply the public relations skills and

knowledge that they have acquired through course works in this programme (research methods, writing, strategy, and visual communications) as well as their practical and professional experiences.

#### Course Outcomes

At the end of the course, the candidate should demonstrate competences in the following areas:

- Understand and be able to develop, execute and evaluate a successful strategic communications plan.
- Consult and advise an actual client on strategic public relations campaign development
- Understand how to earn and work with a client in a way that demonstrates confidence, professionalism and an ability to learn relevant content quickly.
- work effectively with an account management team on behalf of a client.
- think strategically and courageously on behalf of a client or cause.
- client communication skills, including an ability to listen, to understand and respond to client expectations.
- represent yourself as a knowledgeable, competent and confident professional.
- Conduct strategic public relations management based on an analysis of current and historical case studies

#### Course Content

Introduction to Campaigns: Meeting with Client; Analyses of Situation, Organization, Publics, Media, etc.

Setting Goals and Objectives

Developing Strategies and Tactics

The Campaign Team

Campaign Planning

Campaign Design

Elements of Campaign Design: Practical Applications of Theory

Formative vs. Summative Research: Making Informed Decisions

Formative Research

Campaign Plan Presentation

Timeline and Budget Development

Campaign Implementation

Campaign Evaluation

Ethical Standards

## **DPR 415 SPECIAL PROJECT IN PUBLIC RELATIONS**

### Course overview

In this course, the candidates will be expected to identify a real public relations issue in the life of any existing organization, conduct in-depth research on the issue and critique the manner in which it was handled by the public relations personnel servicing the organization and proffer solutions on alternative strategies towards addressing the public relations issue under study. The candidates will be expected to submit a report which should be a long essay of not be less than seven thousand words (7000).

At the point of registration for the course, there may from time to time be more precise information to candidates on how they are expected to undergo this course.

### Learning Outcomes

At the end of the special project the candidate should be able to identify public relations issues in organizations, conduct research and analyze the issues as well as proffer practical communication solutions to such issues

### Course Content

The candidates are at liberty to select any organization or public relations challenge in the life of such and organization. The candidates are required to design and conduct actual research on the chosen issue. Hypothetical cases or purely theoretical issues will not be accepted.

**Minimum of 14 Credit Units per diet (3 diets)**

**Maximum of 21 Credit Units per diet (2diets)**