

**THE AMERICAN
BUSINESS SCHOOL
PARIS**

COURSE TITLE : **CORPORATE COMMUNICATION**

COURSE NUMBER : MKT 360

CREDITS : 3

PREREQUISITES : MKT 210, 240

SEMESTER HOURS : 45

OFFERED : SPRING

COURSE DESCRIPTION :

This course will focus on the growing importance of Public Relations in the 21st century. Starting with a definition of and a short background on the evolution of PR throughout history, we will examine the following topics : PR's distinct function in contrast to Advertising and Marketing, the impact of the Internet, the importance of ethics, how to handle the media, PR and crisis management, how to write a "gripping" press release and the down side of modern PR : the "spin" industry and PR as propaganda. We will discuss and compare various image films of international companies and talk about PR/communication within the context of Michael Moore's *Bowling for Columbine* and the documentary on Rupert Murdoch's media empire *Outfoxed*.

INSTRUCTIONAL METHODOLOGY :

Mixture of lecture, interactive discussion and case study analysis.

Subjects covered in class will be :

- introduction & history of PR
- research; fundamentals of PR writing
- using the media; employee communication strategies
- crisis management; the court of public opinion
- PR and the internet; government PR

TEXT : *The Practice of Public Relations*, Seitel, Prentice Hall, 9th Edition, 2008

EVALUATION : class presentations 30%; group presentation 30%; class quizzes 40%