

# STUDENTS' HANDBOOK

## PROFESSIONAL CERTIFICATE IN PUBLIC RELATIONS (CPR)

### NIGERIAN INSTITUTE OF PUBLIC RELATIONS



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## 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 fulfilment 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 from the November/December 2020 diet of the Institute's professional examinations. 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 in 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.

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 the 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 a 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
- Chief Kanu Offonry 1968 – 1972
- Tonye Willie Harry 1972 – 1976
- Alhaji Ikhaz Yakubu 1976 – 1980
- Chief Bob Ogbuagu 1980 – 1984
- Chief Alex Akinyele 1984 – 1988
- Mazi Mike Okereke 1988 – 1993
- Alhaji Sabo Mohammed 1993 – 1998
- Chief Jibade Oyekan 1998 – 2001
- Senebo Bobo Brown 2001 – 2005
- Professor Ike Nwosu 2005 – 2009
- Alhaji Mohammed A. Abdullahi 2009 – 2013
- Dr. Rotimi Oladele 2013 – 2018
- 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. coordinates the activities of all her Committees and sub-committees to ensure efficiency and quality control
- 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 examination 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**

- i. Under the overall supervision of the Council, the Education Advisory Board functions through its carefully designed committee system. The Committees 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:
  - ii. Academic Planning and Quality Assurance
  - iii. Curriculum Development and Accreditation
  - iv. Training and Membership Continuing Education
  - v. Academic Records and Examinations
  - vi. Research and Publications
  - vii. International Training, Linkages and Collaborations

## **COMPOSITION OF THE EDUCATION ADVISORY BOARD**

See website for up-to-date information: <http://nipr.org.ng/>

## **PHILOSOPHY OF THE CPR PROGRAMME**

The professional Certificate in Public Relations programme is designed to develop well-rounded and skillful manpower that will function effectively in 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 Relations/Public Affairs and Corporate Communications industry positively.

## **OBJECTIVES**

The objectives of the professional certificate in Public Relations programme include:

- i. To train skillful public relations professionals who can work efficiently in public and private organisations;
- ii. To produce middle level public relations 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 public and corporate communications manpower who can combine the communication and management roles of public relations to service public and private organisations

## **CPR ADMISSION REQUIREMENTS**

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

- i. A recognized University degree or Diploma in social sciences, arts and humanities or any other relevant discipline.
- ii. Professional Certificate / Diploma from institutions recognized by the Governing Council of the Nigerian Institute of Public Relations for this purpose.
- iii. BEEC Foundation Examination in Public Relations with passes in five subjects.
- iv. GCE "A" Level in at least two subjects provided credit in English has been obtained at "O" Level or WASC, or SSS III Examination.
- v. NCE/Grade II Teachers' Certificate with at least five merits including English Language or its equivalent. (For this purpose, English Literature or General Paper is not a substitute for English Language)
- vi. ND or HND
- vii. Mature students with at least seven years of Public Relations experience.
- viii. London Chambers of Commerce Higher Stage passes in two other subjects, which may be Public Relations.
- ix. Candidates should have five credits at 'O' levels including English Language and literature-in-English.

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

## **DELIVERY METHODS**

The delivery mode for the Certificate 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.

## **MODE OF ASSESSMENT**

i. Written examinations will be taken for all courses (except CPR 218- case study which will be submitted online) 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 Certificate in Public Relations must score a minimum of 50% in all courses taken and 3.00 cumulative grade point overall average to graduate.( 32 Minimum Credits and 44 Maximum Credits)

## **GRADES**

0 – 49 – F

50 – 59 – C

60 – 69 \_ B

70% and Above \_ A

## **FEE REGIME FOR NIPR PROFESSIONAL CERTIFICATE/DIPLOMA EXAMINATIONS**

See website for current fees : <http://nipr.org.ng/students>

## **NIPR PROFESSIONAL EXAMINATION REGULATIONS EFFECTIVE FROM 1<sup>st</sup> JANUARY 2020**

### **EXAMINATION**

Candidates can seat for these courses in two or three diets 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 CPR 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 CPR candidates.



## REVISED SYLLABUS FOR PROFESSIONAL CERTIFICATE IN PUBLIC RELATIONS

### PART I

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>CREDIT LOAD</i>	<i>STATUS</i>
GNS 101	Basic Communication Skills	2	GNS
GNS 102	Nigerian History & Citizenship Education	2	GNS
CPR 111	Communication Theories	2	Compulsory
CPR 112	Principles of Public Relations	3	Compulsory
CPR 113	Principles of Psychology	3	Compulsory
CPR 114	Writing for the Media	3	Compulsory
CPR 115	PR Media and Methods	3	
CPR 116	Business Management and Entrepreneurship Skills for PR	3	Compulsory
CPR 117	Quantitative Methods for Communication Practice	3	Required Elective
CPR 118	Nigerian Cultural Studies & Intercultural Communication	2	Elective
CPR 119	ICTs for Public Relations	2	Elective
<b>Total</b>		<b>24</b>	

### PART II

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>CREDIT LOAD</i>	<i>STATUS</i>
CPR 211	Economics and Development Studies for Public Relations	2	Compulsory
CPR 212	Public Relations for Government, Public Sector & Non-Profit Organizations	3	Compulsory
CPR 213	Stakeholders Mapping and Relationship Management	2	Compulsory
CPR 214	Public Relations for Business & Industry	3	Compulsory
CPR 215	Social Media and Public Relations	2	Compulsory
CPR 216	Research & Evaluation in Public Relations	3	Compulsory
CPR 217	Protocols & Events Management	3	Compulsory
CPR 218	Public Relations Laws and Ethics in Nigeria	2	Elective
CPR 219	Integrated Marketing Communications	2	Elective

### Credit Load

Minimum of 16 Credit Units per diet (3 diets)

Maximum of 22 Credit Units per diet (2diets)

# COURSE OUTLINES: CPR

## PART I

### GNS 101 Basic Communication Skills

#### Course Objectives

This course shall expose the candidates to the basics of workplace communication and the skills needed for effective practice of public relations.

#### Learning Outcomes

- At the end of this course, the candidates should be able to do the following
- i. get your message across, adapt your style of communication and improve your interpersonal skills
  - ii. produce effective business documents that generate engagement and get the message across to the target recipient(s) clearly
  - iii. participate effectively in business networking events, understand how to make an impression quickly and build credibility with people you have just met
  - iv. participate in meetings and contribute towards facilitating a more productive and engaging official meetings
  - v. explain the role and responsibilities of the minute taker and how to prepare yourself to take minutes.
  - vi. understand how to plan a report, adapt it for your audience, build the report around a structure and bring it to a successful close

#### COURSE CONTENT

##### i. Importance of communication in society

##### ii. Basic communication skills for public relations practitioners

- Effective communication: how does it work?
- Listening, summarizing, in-depth questioning
- Giving and receiving feedback
- The iceberg model: what lies beneath our interpretations?

##### iii. Modes and types of communication

##### iv. Listening Skills

##### v. Intercultural communication

##### vi. Facilitation Skills

- What is Facilitation?
- The Role of the Facilitator
- The Skills of the Facilitator
- Capturing Ideas

##### vii. Public Speech making and Presentation skills

- Understanding Speech communication
- Designing and making public presentations
- Audience Perception
- Managing Nerves
- Using Presentation Aids
- Managing the Audience

##### viii. Persuasive Communication Skills

- Definition and importance of persuasive communication
- Types of persuasion/appeals
- Process of persuasive communication
- Techniques of persuasive communication

#### ix. Facilitating official Meetings

- Preparing for a Meeting
- Roles in a Meeting
- Meeting Tools and Techniques
- Managing Different Styles
- Generating Positivity and Buy-in
- Closing the Meeting

#### x. Writing Minutes of Meetings

- What Are Minutes?
- Minute Taker Responsibilities
- Preparing for a Meeting
- Taking Minutes
- Writing Up Minutes

#### xi. Report Writing Skills

- Preparing the Report
- The Sections of a Report
- The Layout of a Report
- Proof-Reading
- Presenting the Report

#### x. Media Relations Skills

- Interview preparations
- Organizing and delivering your message
- Handling tough questions
- Reporters' tricks and traps
- Techniques for television, radio and telephone interviews

#### xi. Barriers To Effective Communication

## **GNS 102 Nigerian History & Citizenship Education**

### Course Objectives

This course provides general knowledge on various ethnic groups in pre-colonial, colonial and post-colonial Nigeria. It traces the evolution of what became Nigeria from the hitherto different independent chieftains, states, kingdoms and empires as well as exposes the candidate to the rationale for the 1914 amalgamation of the Northern and Southern Protectorates to form the modern Nigeria state. The candidate shall also be required to learn the nature, growth and relationship between the Nigeria economy and national development. Also important here are examination of the social, economic and political challenges confronting the Nigerian state and the need for effective citizenship education to enable Nigerians have better understanding of these challenges, their political and legal rights, as well as their moral obligations to the state.

### Learning Outcomes

At the end of this course, the candidates would be able to:

- identify the origins of some notable ethnic groups found in Nigeria
- explain the socio-political organizations of the notable ethnic groups in Nigeria as well as identify some independent states before Nigerian independence
- outline at least three cultures found in each zone in Nigeria
- determine the similarities and differences that exist among notable cultures in Nigeria
- enumerate some of the amalgamation processes before 1914 in Nigeria;
- outline some of the reasons for the amalgamation of

the Northern and Southern protectorate in 1914,

- vii. trace the negative impacts of indirect rule on Nigerian chiefs and emirs; viii. explain the four different notable Constitutional Development experiences in Nigeria. ix. outline the Nigerian economic system before and after independence; x. evaluate the economic activity in Nigeria,
- xi. explain some of the problems of the Nigerian Economy

## **COURSE CONTENT**

### i. Overview of the culture of notable Ethnic

#### Groups in Nigeria

- Fulani
- Hausa
- Ibibio
- Igala
- Epira
- Igbo
- Ijaw
- Kanuri
- Tiv
- Yoruba

### ii. Linguistic Classifications of Nigeria

- Government's Position on Language development

### iii. Cultural Zones in Nigeria

- Northern Zone
- Central Zone
- Western Zone
- Eastern Zone

### iv. The Evolution of Nigeria

- Amalgamation

- Reasons for the Amalgamation
- Colonial Rule
- Constitutional Developments

### v. The Economy and National Development

- Nigerian Economic System pre- and post-Independence
- The Structure of Economic Activities in Nigeria
- Major Problems of the Nigerian Economy
- Some Solutions to the Nigerian Economy

### vi. Citizenship Education

- Rights, Duties and Obligations of a Citizen
- Patterns of Citizenship Acquisition
- Negative Attitudes of Nigerian Youth
- Fighting Bribery and Corruption
- Cultism
- Indecent Dressing
- Thuggery
- Examination Malpractices, etc.

### vii. Nigerian Environmental Challenges

- Major Components of the Natural Environments
- Causes of Environmental Problems
- Solutions to Environmental Problem

## **CPR 111 COMMUNICATION THEORIES**

### Course Objectives

The course gives the candidates opportunity to explore and analyze major theories, which deal with the nature, uses and effects of communication. Also to be treated here are communication models and their roles in theory building as well as the relationship between theory and communication research.

## Learning Outcomes

At the end of the course, the student should

- i. understand and be able to explain the importance of communication theories as a collection of propositions intended to illustrate the principles of communication,
- ii. identify the basic theories of media effects.
- iii. explain the uses of various media effects theories
- iv. demonstrate grasp of the basic relationship between communication and society as well as effectively distinguish between early and contemporary communication theories.

## Course Content

The topics to be covered include the following:

- i. Definition of terms: What is communication? Theory? etc.
- ii. Understanding communication: the process, modes and functions of communication in society
- iii. Communication Theories
  - Definition, features, functions
  - Differentiating theory from myths, and dogmas
  - Relationship between theory and research
  - Why study theory?
  - How does a theory evolve?
- iv. Models of communication
  - Definition, usefulness,
  - types of models
  - Relationship between model and theory
- v. General types of theories
  - Social scientific, working, normative and commonsense theories
- x. Communication Theories
  - Actor-Network Theory (ANT)
  - Adaptive Structuration Theory (AST)
  - Cognitive Dissonance Theory
  - Communication Accommodation Theory
- Cultural Studies theory
- The Narrative paradigm
- Social Learning Theory
- Theory of planned behavior etc.,
- vi. Theories of persuasion
- vii. Theories of the press
  - Authoritarian, Soviet Communists, Libertarian, and Social responsibility
  - Perception theories
- viii. Media effect theories
  - Magic bullet,
  - agenda setting,
  - uses and gratification theories
  - Symbolic interactionism
  - framing theories
  - One-step, two-step, multi-step flow theories
  - Diffusion of innovation, cognitive, individual differences theories
  - Source credibility theory, fear appeal theory, protection theory, attitude change theory, information processing theory, behavior theory, e.t.c.
- ix. Theories of digital communication
  - Technological determinism theory

## CPR 112 PRINCIPLES OF PUBLIC RELATIONS

### Course Objectives

The course is designed to introduce the candidates to the broad field of public relations as well as provide an overview of public relations practice and particularly the consistent use and value of public relations in influencing business decision-making on a daily basis in a variety of situations in public and private organizations.

### Learning Outcomes

The candidate upon completion of this course should demonstrate knowledge and understanding of the following central concepts:

- i. Role and functions of public relations in an industrialized society
- ii. Concepts of public relations, audience analyses and persuasion
- iii. Basic process of public relations—research, planning, communication, • Evaluation—and the use of communication strategies to achieve
- iv. Organizational objectives
- v. Practical guidelines for utilizing written, spoken and visual techniques to reach selected audiences
- vi. Understanding of public relations activities in firms, corporations, social agencies, trade organizations, government, education, not-for-profits and sports and entertainment. • Historical evolution/new directions for public relations practice, career opportunities in the field, and professional, ethical and legal responsibilities
- viii. Develop good listening skills and increase problem-solving abilities
- ix. Increase professional verbal and written communication capabilities • Expand presentation skills experience

### Course Content

The specific topics to be covered here are:

- i. Definition of Terms:
- ii. What is Public Relations?
- iii. Evolution of Public Relations
- iv. Publics of Public Relations
- v. Stakeholders Mapping and Engagement
- vi. Ethics and Professionalism
- vii. Public Relations Departments and Firms
- viii. The Legal Framework for Public Relations practice in Nigeria
- ix. Public Relations theories and models
- x. Public Relations campaign planning and execution
- xi. Public Opinion and Persuasion
- xii. Conflict Management: Dealing with Issues, Risks, and Crises
- xiii. Mass Media and Public Relations
- xiv. Public Relations in the age of Changing Information Communication Technologies

## CPR 113 PRINCIPLES OF PSYCHOLOGY

### Course Objective

Principles of psychology shall interrogate the science of the human mind and behavior. It shall examine the different models upon which modern psychology has been built, along with such things as the history and origins of psychology, research methods, biological aspects of psychology, human development, perception, consciousness, learning, personality theory, and psychological disorders. The main objective of the course is to give the candidates basic orientation on the principles and processes that govern how individuals behave in social situations, how they develop, what happens when people go wrong and the application of psychology in some applied communication settings.

### Learning Outcomes

By the end of the course, students will be able to:

- i. Demonstrate understanding of the terminology used in psychology;
- ii. Identify research models and relate the findings of research to life situations;
- iii. Demonstrate understanding of the different theoretical approaches to psychology and be able to articulate the different assumptions behind them;
- iv. Apply psychology practically to public relations challenges and indeed other societal problems
- v. Use psychological techniques to explain various aspects of human cognition and behavior;
- vi. Demonstrate how to apply knowledge of basic psychological processes to understanding human behavior in everyday real world setting
- vii. Explain the workings of human consciousness, behavior, and Interpersonal relationships.

### Course Content

Course topics include the following:

- i. Definition, history and methods of psychology
- ii. The role of psychology in human communication
- iii. Biology, sensation, and perception
- iv. States of consciousness
- v. Learning
- vi. Memory
- vii. Cognition and learning
- viii. Intelligence
- ix. Motivation and Emotion
- x. Psychology of development
- xi. Personality theory
- xii. Abnormal behavior
- xiii. Psychotherapy
- xiv. Health, stress, and coping
- xv. Language and Social Psychology
- xvi. Social psychology and non-verbal behavior
- xvii. Psychology of love and attraction
- xviii. Bicultural and cross-cultural psycholog

## CPR 114 WRITING FOR THE MEDIA

### Course Objectives

Upon successful completion of this course, a student will be able to:

- i. Understand the role of public relations in the public and private sectors.
- ii. Understand the distinction between public relations and advertising as well as between publicity/press agency.
- iii. Evaluate and analyze the ethical and legal responsibilities of the PR writer
- iv. Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.
- v. Write types of materials used in public relations, especially the press release and the public service announcement.
- vi. Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations.
- vii. Write print and radio advertising copy and buying space and time.
- viii. Create a short-term public relations campaign plan and budget.
- ix. Create a long-term public relations program and budget.

### Learning Outcomes

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

- i. Critically analyze public relations press releases, newsletters, brochures, speeches, and other persuasive pieces
- ii. Develop a proficiency in the writing of public relations press releases, newsletters, brochures, speeches and other persuasive pieces
- iii. Prepare and present orally, speeches and other public relations types of presentations
- iv. Design and present a crisis management plan:
- v. Evaluate objectively his or her performance and that of others
- vi. Evaluate sources of public relations information

### Course Content

#### i. Public Relations Writing: Definitions, Roles and Responsibilities

- Define public relations
- Identify the differences among advertising, publicity, press agency and PR Describe the role of a PR writer
- Examine the different publics of an organization

#### ii. Ethical and Legal Responsibilities of the PR Writer

- Core values of the PR professional
- Code of professional practices of the Nigerian Institute of Public Relations
- Major laws limiting the PR professional, including libel laws, privacy issues, and copyright



### iii. Persuasive Writing

- Steps in the persuasive process
- Design persuasive pieces using the steps of the persuasive process Analyze the communication process from a persuasive perspective

### iv. Research for the Public Relations Writer

- List the categories of research
- Distinguish between primary and secondary sources
- Discuss how to verify sources

### v. Writing Principles

- Understand and practice the rules of style, grammar spelling and punctuation that are particular to the field of Public Relations

### vi. Writing for Select Publics

- Define and describe the uses and purposes of email, memos, letters, reports and proposals
- Define and describe the uses and purposes of backgrounders and position papers
- Create examples of several of these types of written communication
- Prepare a list of questions for a public relations interviewee

### vii. Writing for Mass Media Publics

- Define a news release
- Evaluate sample news releases
- Create and write a news release
- Define and examine video news releases
- Examine and practice writing for the broadcast media
- Define and write a feature item for the print media
- Examine the creative writing process using symbols, type, logos, color, photographs, art and infographics as well as sight, sound, and other visual and auditory principles

### viii. Writing Speeches and Other Presentations. List the types of speeches most often written by public relations professionals

- Examine and analyze several speeches
- Develop, write, and present a PR speech
- Writing Newsletters, Brochures, and Annual Reports
- Identify the criteria for successful newsletters, brochures, and annual reports • List the types and functions of newsletters and brochures
- Design and create a newsletter or brochure

### ix. Crisis Communication and the Planning Process

- Differentiate between reactive and pro-active planning
- Evaluate the process of crisis management in several recent major corporate crises
- Develop a media strategy for a proposed crisis

## **CPR 115 PUBLIC RELATIONS MEDIA AND METHODS**

### Course Objectives

This course is designed to facilitate a detailed understanding of the relationship between the practice of public relations and the media, which has come to be generally known as media relations. Students will learn how to articulate media goals and objectives; conducting an analysis of media coverage using news databases to familiarize themselves with clients; identifying and/or developing a newsworthy idea to anchor a campaign; developing a media list (and justifying the influencers targeted around); and building influencers dossiers and a question and answer guide using social media tools.

### Learning Outcomes

- At the completion of the course, students are expected to be able to do the following:
- i. Provide an overview of the theory and research behind the practice of modern media relations.
  - ii. Gain an understanding that the practice of modern media relations is strategic, purposive and research driven.
  - iii. Examine how the practice of media relations is changing with the growth of social media, citizen journalism, shrinking newsrooms, and fragmented audiences.
  - iv. Practice developing and applying media relations strategies and tactics on a real world situation and top-client.

### Course Content

- i. Course overview and introduction
- ii. Media relations theory and research
- iii. Newsworthiness and the production of news
- iv. The media agenda and its influence on corporate reputation
- v. Source credibility and the concept of third-party endorsement
- vi. Conducting media intelligence and preparing for interviews
- vii. Perfecting the media pitch
- viii. Earned media versus paid media – amplifying third-party coverage
- ix. Media relations campaign monitoring, measurement and evaluation techniques
- x. The Internet and Social Media as Public Relations tools

## CPR 116 ENTREPRENEURSHIP SKILLS FOR PUBLIC RELATIONS AND BUSINESS MANAGEMENT

### Course Objectives

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on different stages related to the entrepreneurial process, including business model innovation, monetization, small business management as well as strategies that improve performance of new business ventures. Mixed with theoretical exploration as well as case studies of real-world examples, students will develop an understanding of successes, opportunities and risks of entrepreneurship. Students will also develop skills in writing business feasibility studies and oral presentations for an integrative entrepreneurship concept. This course has an interdisciplinary approach and it therefore provides students with the opportunity to learn from the various aspects of business and enterprise.

### Learning Outcomes

By the end of this course, students should be able to:

- i. Explore and experience the joy of creating unique solutions to business opportunities
- ii. Create and exploit innovative business ideas and business opportunities
- iii. Turn environmental opportunities into a business plan
- iv. Build a mindset focusing on developing novel and unique approaches to market opportunities
- v. Demonstrate understanding and application of the tools necessary to create sustainable and viable businesses

### Course Content

#### i. Entrepreneurship and New Venture

- The Overarching context and Background to Entrepreneurship studies
- Defining Entrepreneurship
- Perspective on Small Business
- Entrepreneurship in Practice

#### iii. Entrepreneurship and Innovation

- Creativity as a Perspective to Innovation
- Innovation and Entrepreneurship
- Success Factors for Entrepreneurs
- Opportunities for Entrepreneurs through Change
- Determine ingredients for a successful business

#### iv. Small Business and Corporate Entrepreneurship

- The Environment of Small Business

- Knowing the link between problems, resolutions and opportunities
- Corporate Entrepreneurship – Intrapreneurship
- Corporate New Venture Units

#### v. Models for New Venture

- The Concept of Planning Paradigm
- The four-Stage Growth Model
- Fundamentals of a Feasibility Plan
- Responsibility for Business Planning

#### vi. Product Concepts for New Ventures

- The concept of Goods and Services
- Products and Technology
- The product Development Process
- Product Patents and Types of patents
- The Patent Process; Trademarks; Copyrights

#### vii. Building Financial Resources and Statements

- Asset Management
- Equity Financing
- Venture Capital
- Debt Financing
- Cash Flow
- Balance sheet
- Profit and loss statement

#### viii. The Human Side of Enterprise

- Introduction to Human Resource Management
- Human Resource Practices: Recruitment, Selection, Placement, Training, Development, Compensation, Welfare, Job Design, Balanced Work Life etc.
- ix. Marketing Functions and Business Strategies
  - Fundamentals of Marketing
  - Business and Marketing Orientations: Sales; Product; Technology; and customer perspectives.

#### x. Managing Growth and Transition

- Industry Life Cycle
- The Organization Life Cycle
- Changing Entrepreneurial Roles
- Perspective on Strategic Management
- Perspectives on Diversification and Entrepreneurial Growth

#### xi. Entrepreneurial Development in Nigeria

- Government Policies and Institutions for Entrepreneurship
- Taxation and Entrepreneurship
- Challenges of Entrepreneurship

#### xii. Public Relations and Entrepreneurship Development

- Environmental Scanning
- Community Engagement
- Stakeholder Engagement
- Government Relations
- Diversity Management

## **CPR 117 QUANTITATIVE METHODS**

### Course Objectives

This course is an introductory level survey of quantitative techniques, and is intended to provide an overview of commonly used mathematical models and statistical analyses to aid in making business decisions. These techniques include linear programming, decision theory and simulation. The primary emphasis is to prepare students to become intelligent users of those techniques. An understanding of the assumptions and limitations of the techniques; and also, how these techniques might be used in public relations practice

### Learning Outcomes

- Explain and discuss the researcher's work (model)
- Elucidate basic statistical concepts and tests used in educational research
- Use statistics programs
- Demonstrate their competence and confidence in using descriptive statistics
- Demonstrate their competence and confidence in using inferential statistics in general and to the use of significance testing in particular
- Understand and master the handling of data and employ proper analyses
- Use output derived from statistical procedures and convert such output to understandable statements in English

- viii. Be familiar with relevant mathematical and statistical terminology.
- ix. Analyse business data and problems and apply critical thinking
- x. Solve problems using a variety of mathematical and statistical techniques relevant to a postgraduate business degree
- xi. Identify ethical issues in business practice and statistical reporting

## Course Content

### i. Introduction

- The meaning of quantitative analysis and methods
- The Application of statistics to Decision Making
- Meaning of Statistics

### ii. Descriptive Statistics

- Measures of Central Tendency
- Mean
- Mode
- Median
- Other Averages: Geometric Mean; Harmonic Mean.

### iii. Measures of Dispersion

- Range
- Mean Deviation
- Standard Deviation

### iv. Measures of Skewness

### v. Measuring of Relationship

- Covariance
- Karl Pearson's Coefficient of Correlation
- Rank Correlation

### vi. Association in Case of Attributes

### vii. Other Measures: Index Numbers; Time Series.

### viii. Analysis of Variance

- The Anova Technique
- The Basic Principle of ANOVA
- One Way ANOVA: Analysis of Variance Table; Short-cut Method for One-way ANOVA;
- Critical Difference.
- Two Way ANOVA: One Observation per Cell;

### More than One Observation per Cell

- Latin Square Design
- Analysis of Co-variance (ANOCOVA)

### ix. LINEAR Regression Analysis

- Dependent and Independent Variables
- Simple Linear Regression Model
  - o Least Squares Estimation
  - o Coefficient of Determination
  - o Standard Error
  - o Assumptions or Conditions Required
  - o Testing the Hypothesis about the Slope and Correlation Coefficient
  - o Confidence Interval Estimate of the Slope
  - o Confidence Interval
  - o Prediction Interval
  - o Using Excel

### x. Multiple Linear Regression Model

- Least Squares Estimation
  - $R^2$  and Adjusted  $R^2$  Coefficients
  - Standard Error
- Assumptions
- t-Test for the Slopes
- F-Test (ANOVA)
- Confidence Interval of Estimates of the Regression Coefficients
- Confidence Interval of Mean Response and Prediction Interval of Individual Response

### vi. Problem of Multicollinearity

- Variance Inflationary Factor
- Variance Estimator

## CPR 118 NIGERIAN CULTURAL STUDIES & INTERCULTURAL COMMUNICATION

### Course Objectives

This course is designed to introduce students to the relationship between communication and culture. This is aimed at equipping the student not just with an understanding of Nigerian cultures but also to equip him with relevant intercultural communication skills that could ensure effective design and execution of strategic communication across cultures

### Learning Outcomes

At the end of the course, the students should display competences in

- i. Intercultural communication
- ii. The effective use of culture as an essential ingredient in strategic communication
- iii. Utilizing different cultural products and services to achieve public relations goals

### Course Content

- i. Definition of terms: Culture, Nigerian people, language
  - Festivals/Carnivals
  - Traditional/Herbal Medicine
- ii. Intercultural Communication
  - Birth/Naming/Initiation Ceremonies
- iii. Intercultural Communication Principles
  - Gender Issues
- iv. Understanding Cultural/Intercultural Differences
  - Religious Practices
  - Marriage Traditions
  - Chieftaincy Institution
  - Kinship/Kingship/Traditional Rulership
  - Funeral Ceremonies
- v. Cultural/Intercultural Communication Competences
- vi. Issues in Culture and Intercultural Communication
  - Language question
  - Colonialism and the Identity Question
  - Globalisation
  - Endangered Indigenous Language
- vii. Channels for Cultural Diplomacy and Intercultural Relations
  - Dress Culture
  - Food Culture
  - Music Culture – Traditional and Contemporary
  - Sports Culture – Traditional and Modern
  - Arts & Crafts
- viii. Nigerian Culture and the Media – Film, TV, Radio, Print, Social Media, Folk Media, etc.
- ix. The Significance of Nigeria's Intangible Cultural Heritage (ICH) and Intercultural Communication
- x. Endangered Cultures in Nigeria
- xi. Cultural Industries and National Development
- xii. Nigerian Culture and the Educational System
- xiii. Cultural Organisations: UNESCO, Commonwealth of Nations, Africa Union (AU), ECOWAS, etc. and Nigerian Culture

## CPR 119 COMPUTER APPLICATIONS FOR PR

### Course Objectives

This is an introductory study of computers and their role in the modern world. Emphasis is on computer terminology, hardware and software. Opportunities for hands-on experience using micro-computer applications will be included. Software may include spreadsheets, word processing, database management systems and the world wide web. The ultimate aim will be for the candidates to demonstrate proficiency in the use of computers and applications as well as an understanding of the concepts underlying the hardware, software, connectivity and basic desktop publishing

### Learning Outcomes

By the end of the course, students will be able to:

- i. Be familiar with both computer hardware and software for microcomputers;
- ii. Demonstrate an understanding of the role computers play in our lives now and in the future;
- iii. Demonstrate an understanding of the programming process;
- iv. Demonstrate an understanding of computer terminology;
- v. Demonstrate knowledge of application software functions;
- vi. Demonstrate the responsible use of technology and an understanding of ethics and safety issues in using electronic media at home, in school and in society.
- vii. Discuss and demonstrate basic desktop publishing principles
- viii. Use a graphic interface;
- ix. Format and edit word processing documents;
- x. Maintain database files and create data base reports;
- xi. Identify software-licensing requirements;
- xii. Identify communication hardware;
- xiii. Solve problems using spreadsheets.

### Course Content

Course topics will include the following:

#### i. Basic Computer Operations

- Understand the different parts a computer: what is hardware and software;
  - File management –saving documents. Organizing folders and files.
  - Renaming and sharing documents.
  - Identify successful troubleshooting strategies for minor hardware and software issues/problems (e.g., “frozen screen”).
  - Identify and assess the capabilities and limitations of emerging technologies.
- #### ii. Word Processing and Desktop Publishing
- Apply advanced formatting and page layout features when appropriate (e.g., columns, templates, and styles) to improve the appearance of documents and materials.

- Demonstrate use of intermediate features in word processing application (e.g. tabs, indents, headers and footers, end notes, bullet and numbering, tables).
  - discuss and demonstrate basic desktop publishing principles
  - Highlight text, copy and paste text
  - Use the Comments function for peer editing of documents.
  - Use the Revision History feature for editing of documents
- iii. Spreadsheet (Tables/Charts and Graphs)
- Demonstrate an understanding of the spreadsheet as a tool to record, organize and graph information.
  - Enter formulas and functions; use the auto-fill feature in a spreadsheet application.
  - Use functions of a spreadsheet application (e.g., sort, filter, find).
  - Use advanced formatting features of a spreadsheet application (e.g., re-position columns and rows, add and name worksheets).
  - Use various number formats (e.g. currency, percentages, exponents) as appropriate.
  - Import and export data between spreadsheets and other applications.
- iv. Mathematical Applications
- Draw two and three-dimensional geometric shapes using a variety of technology tools.
  - Explain and demonstrate how specialized technology tools can be used for problem solving, decision-making, and creativity in all subject areas (e.g., simulation software and geographic information systems).
- v. Multimedia and Presentation Tools
- Create presentations for a variety of audiences and purposes with use of appropriate transitions and animations to add interest.
  - Use a variety of technology tools (e.g., dictionary, thesaurus, grammar checker) to maximize the accuracy of work.
  - Make strategic use of digital media to enhance understanding.
  - Use painting and drawing tools/applications to create and edit work
  - Use note-taking skills while viewing online videos and using the play, pause, rewind and stop buttons.
- vi. Acceptable Use, Copyright and Plagiarism
- Comply with Nigeria's acceptable use policy related to ethical use, cyberbullying, privacy, plagiarism, spam, viruses, hacking, and file sharing.
  - Explain Fair Use guidelines for using copyrighted materials and possible consequences (e.g., images, music, video, text) in school projects.
  - Analyze and explain how media and technology can be used to distort, exaggerate, and misrepresent information.
  - Give examples of hardware and applications that enable people with disabilities to use technology.
  - Explain the potential risks associated with the use of networked digital environments (e.g. internet, mobile phones, wireless, LANs) and sharing personal information.
- vii. Internet, Social Media, and Communication
- Identify probable types and locations of Websites by examining their domain names (e.g., edu, com, org, gov, au).
  - Use effective search strategies for locating and retrieving electronic information (e.g., using syntax and Boolean logic operators).
  - Use search engines and online directories. Explain the differences among various search engines and how they rank results.
  - Use appropriate academic language in online learning environments (e.g., post, thread, intranet, discussion forum)
  - Write correct in-text citations and reference lists for text and images gathered from electronic sources.
  - Use Web browsing to access information (e.g., enter a URL, access links, create bookmarks/favorites, print Web pages).
  - Use and modify databases and spreadsheets to analyze data and propose solutions.
  - Explain how technology can support communication and collaboration, personal and professional productivity, and lifelong learning.
  - Develop and use guidelines to evaluate the content, organization, design, use of citations, and presentation of technologically enhanced projects.
  - Understand how to use Social Networking sites for strategic communication



# CPR COURSE OUTLINE

## PART II

### CPR 211 Economics

#### Course Objectives

This course introduces the candidate to the basic principles of economics highlighting the three main areas of Economics: Microeconomics, Macroeconomics and International Economics. It provides the candidate insight into the economic way of thinking that will help any citizen of a modern democratic society understand how policy-making is informed by Economics. It shall among other things acquaint the candidate with an appreciation of the functions of economic systems, including various approaches to the organization of production and allocation of resources, and of policies to achieve national economic goals. These include the determination of national income, inflation, recession, unemployment, taxation, labor unions, environmental pollution, energy and economic growth.

#### Learning Outcomes

At the end of the course the candidate should be able to:

- i. demonstrate knowledge of basic economic principles.
- ii. explain microeconomic principles and how they apply in real world situations.
- iii. discuss the basic economizing problem of scarce resources and unlimited wants.
  - Identify the four resource categories.
  - Create a production possibilities table.
  - Create a production possibilities curve
  - Create a production possibilities curve
- iv. Explain the interaction of the public and private sectors within a mixed economy
  - Describe the breakdown of households as income receivers and spenders.
  - Describe the breakdown of the business population.
  - Describe the "isms": capitalism, fascism, communism, and socialism.
- v. Analyze the workings of the market system, including the four basic economic sectors: households, business, government, and export-import.
- vi. Apply the formulas for the Average Propensity to Consume, Average Propensity to Save, Marginal Propensity to Consume, and Marginal Propensity to Save.
  - Describe the three types of business firms.
  - Describe the economic role of government.
  - Describe world trade agreements and free-trade zones.
- vii. Explain the instability within the macro economy.
- viii. Describe the phases of the business cycle.
  - Describe the different types of unemployment.
  - Calculate the rate of unemployment.
  - Calculate the rate of inflation.
- ix. Explain the difference between the federal deficit and public debt and the impact of fiscal policy on the macro economy.
  - Define the federal deficit.

- Define the public debt.
- Describe the economic implications of the growing public debts.
- Describe the use of discretionary fiscal policy.

#### Course Content

- i. Introduction; Economic growth and development
- ii. GDP and the general price level
- iii. Money and interest rates
- iv. Unemployment and the business cycle
- v. Keynesian economics and neo-classical economics
- vi. The market system: supply and demand
- vii. The efficiency of the market system
- viii. Market failure and government intervention
- ix. Competition and market power
- x. Trade, capital and labour flows
- xi. Balance of payments, exchange rates.
- xii. Basics of Economic Analysis
- xiii. Introduction to Macroeconomics
- xiv. The Macroeconomics of Product Markets
- xv. The Macroeconomics of Factor Markets

### **CPR 212 PR FOR GOVERNMENT, PUBLIC SECTOR & NON-PROFIT ORGANIZATIONS**

#### Course Objectives

The course trains the candidate to understand how government operates and the logic of its actions and activities in order to be able to recommend appropriate public relations strategies to promote government agencies and address social problems. It also helps students to know the role of civil societies who act as checks to government and develop communication strategies to enhance such activities.

#### Learning Outcomes

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

- i. Identify and utilize different tools to communicate government policies
- ii. Demonstrate ability in managing communications for not for profit organizations
- iii. Explain the types and different strategies used in advocacy
- iv. Understand the techniques of lobbying
- v. Handle crises communication for government or any not for profit organisation

## Course Content

- i. Definition of key terms—public relations, government, public sector, non-profit organizations (CBOs, FBOs, CSOs)
- ii. Desirability of public relations in government and public sector
- iii. Communicating Government Policies and Reforms to the populace
- iv. Importance of public relations in civil society organizations
- v. PR operation plans for government, public sector and civil societies
  - Identification of publics for each of them
  - Message design for each of them
  - Budgeting
  - Monitoring and evaluation
- vi. PR tools for government and non-profit organizations
  - Publications
  - Speeches
  - Documentaries
  - Advertisements
  - Photography
  - Facility tour
  - Media relations, e.t.c
- vii. Communication needs assessment and Intervention design
- viii. Understanding Advocacy Techniques
- ix. Lobbying Skills for effective Public Relations practice
- x. Crises Communication

## **CPR 213 STAKEHOLDERS RELATIONS MANAGEMENT**

### Course Objective

This course is designed to give students knowledge of both the theory and practice of effective stakeholder relationship management from both the 'doing' and 'managing' perspectives. The course addresses key issues such as the need for stakeholder management to be incorporated into the organizational strategic plan development and ways to ensure consistency. Indeed, building and managing an organization's relationships with both its internal and external publics

(the media, community, government, investors, distributors, employees, etc) require a wide range of orientations including ethics, public opinion, publicity, event planning, primary/secondary research, communication, writing for the media, and managing media relations among others.

## Learning Outcomes

At the end of this course, candidate should be able to:

- i. Explain how strategic business objectives relate to stakeholders and specific issues, ii. Conduct stakeholder analysis and needs assessment
- iii. Effectively segment and determine the appropriate relationship to develop with each segment of the stakeholders.
- iv. Audit the internal and external competencies and effectively ascertain the capacities that exists in an organization to manage the stakeholder engagement process v. apply different engagement techniques, to build sustainable relationships with stakeholders in such a way as to get their support towards achievement of desired corporate objectives
- vi. demonstrate ability to plan and follow up on the outputs of stakeholder engagements in order to ensure that stakeholders feel assured regarding the quality of efforts.

## Course Content

- i. The Concept and Meaning of Stakeholder, Stakeholder Management and Engagement ii. Why Engage the Stakeholders
- iii. Stakeholder mapping: How to identify and prioritize stakeholder groups • Characteristics of stakeholders
  - Level of influence
  - Stakeholder interests
  - Needs and wants of stakeholder
  - Mapping Relationship Threats
- i. The stakeholder relationship management process: from Environmental Scan to Strategy and Message design
- ii. Designing an appropriate stakeholders communication plan, Campaign management, monitoring and evaluation
- iii. Meeting Stakeholder Expectations through effective communication • Using emotional intelligence to improve one-on-one communication • Facilitation skills
  - Presentation skills
- iv. Media Husbandry
- v. Communication barriers in Stakeholders Relationship Management

## **CPR 214 PUBLIC RELATIONS FOR BUSINESS & INDUSTRY**

### Course Objectives

This course is dynamic in the sense that it is a mix of learning from Public Relations, communication and business management. The student is thus at advantage to acquire a wide spectra of knowledge business and corporate administration and management. Students are expected to combine their knowledge of the various courses at the certificate level.

## Learning Outcomes

At the end of the course students should be able to explain the interface between public relations and business growth.

## Course Content

- i. Introduction to Contemporary Business and Public Relations
- ii. Public Relations for Business: Theoretical Underpinnings
- iii. Public Relations in the corporate governance architecture
- iv. Organizational Settings
- v. Communication and Public Opinion
- vi. Internal Relations and Employee Communication
- vii. External Media and Media Relations
- viii. Planning and Programming Public Relations Functions
- ix. Business and Industry Public Relations in Nigeria
- x. Government and Public Affairs
- xi. Trade Associations and Industrial Unions
- xii. Strategic Communication and Business Sustainability
- xiii. Competitive Analysis
- xiv. Forecasting and Industry Analysis
- xv. Business Ethics

## **CPR 215 SOCIAL MEDIA FOR PUBLIC RELATIONS**

### Course Objective

At the end of this course, students will be able to plan and implement a social media public relations and marketing campaign

### Learning Outcomes

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

- i. Demonstrate competences in the use of social media for relationship management
- ii. Design public relations campaigns through the social media
- iii. Explain how to manage conversations and negative communication through the social media
- iv. Review different ways of evaluating public relations campaigns through the social media

### Course Content

Social media skills in modern day PR practice and management

## Using Social Media for Engagement and Relationship Management Understanding Social Influence

- The Social Principle
- Developing and Defining Online Communities

### Listening

- Developing Research
- Discovering Data
- Applying Meaning to Data

### Strategic Design

- Strategic Planning
- Campaign Design
- Ethics
- Meaningful Communication

### Content Creation and Management

### Social Media Campaign Implementation

- Content Calendars

### Social Media Campaign Monitoring

- Conversation
- Purposeful Interaction/Engagement
- Crises
- Fatigue

### Social Media Campaign Evaluation

## **CPR 216 RESEARCH & EVALUATION IN PUBLIC RELATIONS**

### Course Objective

This course is intended to expose candidates to the importance of research in the design, development, monitoring and evaluation of Public Relations campaigns.

### Learning Outcomes

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

- Understand the importance of research in public relations practice
- Review types of public relations research.
- Differentiate between different research methodologies that could be used in public relations research
- Explain the different models for conducting evaluations in public relations
- Discuss the importance of ethics in public relations.
- Review legal aspects of research in public relations

## Course Content

- i. Definitions: What is: research, Public Relations, Public Relations Management etc.
  - Identification of problems/ situation analysis
  - Identification and segmentation of Publics
  - Different views of customers
  - External and Internal information sources
- ii. Needs for Research in Public Relations
- iii. Public Relations in the age of big data and changing media landscapes
- iv. Types of Researches
- iv. Research Style sheets: APA
- v. Formative research/ Public Relations campaign Planning
- vi. Qualitative research techniques: Focus group discussion, interview, observation
- vii. Quantitative research methods: Survey, Experiment, content analysis etc
- viii. Marketing research and opinion poll designs
- ix. Behaviour- Change Communication: design, data collection, analysis and presentation
- x. Writing and presenting research findings
- xi. Designing Monitoring and Evaluation tools for Public Relations activities/ programmes
- xii. ICT and research in public Relations

## **CPR 217 PROTOCOLS & EVENTS MANAGEMENT**

### Course Objective

This course is intended to expose candidates to the strategy and rudiments of Protocol and Events Management. Topics include planning and execution as well as strategy, management and troubleshooting.

### Learning Outcomes

After this course you will be able to:

- i. Understand protocol as a public relations function
- ii. Explain the principles of protocol and etiquette
- iii. Demonstrate awareness of protocol function as a professional and personal conduct
- iv. Handle protocol planning, liaison and logistics including official, diplomatic and royal protocols
- v. Understand international and local conventions governing protocol and events management
- vi. Explain Business, social and cultural dimensions of protocols
- vii. Explain approaches to protocol services: Official visits, festivals, conferences,
- viii. Create a strong concept and strategy for an event
- ix. Choose the most appropriate format, scale, venue and identity for an event
- x. Design an engaging programme of content for your event
- xi. Ensure an event serves strategic communication objectives

xii. Project-manage major events

xiii. Direct the execution of major events in a top-level supervisory role  
xiv. Host, chair and moderate high-profile event segments

## Course Content

### Understanding protocols

i. Principles of protocol and etiquette

ii. Protocol as a professional and personal conduct

iii. Characteristics of the Protocols/Events Manager Protocol and event management as business

iv. Understanding your Principal

v. The audience as guests of the event Protocol planning, liaison and logistics

i. Understanding international and local conventions

ii. Official, diplomatic and royal protocols

iii. Business, social and cultural dimensions of protocols

iv. Approaches to protocol services: Official visits, festivals, conferences, etc.  
v. Risk assessment and contingency planning

vi. Troubleshooting: Avoiding mistakes and slip-ups Event Concepts

i. Types of events

ii. Event strategy

iii. pillars of event organization

### Event Design

i. Key components of event design

ii. Developing programmes and branding

iii. Sourcing venues and materials

iv. Handling third-party suppliers

### Event Planning

i. Creating event timelines and critical paths

ii. Setting realistic budgets

iii. Managing teams

iv. Organising systems and logistics

v. Budgeting, marketing, publicity, of the event



#### Event delivery

- i. Event delivery on the day
- ii. Handling speakers and delegates
- iii. Crisis contingency management
- iv. Evaluation and follow-up

#### Strategy design for major events

- i. Role in business and communication strategy
- ii. Event strategy frameworks and blueprints
- iii. Planning and risk assessment

#### Project management for strategic events

- i. Putting together an event team
- ii. Selecting, managing and negotiating with suppliers
- iii. Supervising event project management

#### Directing high-profile events

- i. Managing event teams
- ii. Coordinating suppliers
- iii. Troubleshooting and crisis management
- iv. Evaluation and reporting

#### Events Chairing, Hosting and facilitation Skills

- i. Introducing event segments and speakers
- ii. Chairing and moderating panels
- iii. Facilitating discussions and Q&As
- iv. Hosting VIPs

## **CPR 218 NIPR LAWS AND PUBLIC RELATIONS ETHICS**

### Course Description

This course provides the candidate with basic understanding of the ethical, legal and social responsibilities affecting the contemporary practice of Public Relations in Nigeria. Students will also be exposed to ethical concepts and theories; policies and legal precedents; and a critical understanding of the social dimensions of Public Relations.

## Learning Outcomes

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

- i. Explain the core provisions of the NIPR Act; CAP N114 LFN 2004 and subsidiary legislations.
- ii. Describe the core ethical values, ideals, beliefs and behaviours within public communication industries.
- iii. Identify the principles upon which the ethical practice of Public Relations is based.
- iv. Apply ethical theories to the analysis of actual public relations activities
- v. Discuss specific areas of the Nigerian law that have an impact on Public Relations practice.
- vi. Differentiate between those Public Relations activities that are constrained by law and those activities that ought to be constrained by consideration of ethics.
- vii. Explain how both ethical and legal parameters must be integrated into the strategic planning process.

## Course Content

Course schedule:

- i. Introduction
- ii. Philosophical foundation of ethics
  - Importance of ethics and professionalism in PR
  - Definition of Law
  - Differences between Ethics and Law
- iii. Introduction to the NIPR Act and subsidiary legislations
- iv. Appraisal of the principal and subsidiary laws regulating Public Relations practice in Nigeria
  - The Nigerian Institute of Public Relations Practitioners Act (Cap N114, Laws of the Federation of Nigeria, 2004)
  - NIPR Bye Law No 1 of 1992 – Code of Professional Conduct
  - NIPR Bye Law No 2 of 1992 – Creation and Administration of Chapters
  - Bye Law No 3 of 1993 – Public Relations Consultancy Bye Law
  - The Professional Standards Guide of the NIPR, 2004
  - Bye Law No 4 of 2019 – Election of Fellows of the Nigerian Institute of Public Relations
- v. Ethics of Public Relations
- vi. Free speech vs commercial speech
- vii. Ethical decision-making models and their applications
- viii. Behaving ethically and legally online
- ix. Ethics and legal responsibility in a crisis: transparency, truth and timing
- x. Ethics and legal responsibility in a crisis: product recalls and life or death consequences
- xi. Public Relations for diverse audience: political correctness, gender, sexuality, race, religion and disability
- xii. Classification and Sources of Nigerian Law

xiii. Overview of Nigerian Statutes that have implications for Public Relations practice

- The Constitution of the Federal Republic of Nigeria, 1999 as amended
- The Copyright Act
- The Nigerian Broadcasting Commission (NBC) Act
- Consumer Protection Act
- The Cybercrimes Prohibition Act
- The APCON Act
- Sales of Goods Act
- Trade Description Act
- Fair Trading Act
- Freedom of Information Act

xiv. Essential Elements of Commercial Law and Public Relations practice in Nigeria • The law of Contract (elements of a valid contract, breach of contract, remedies and implications)

- The law of Agency (concept and types of agencies; rights and duties of principal and agent, termination of agency)
- The law of Torts (defamation, nuisance, copyright, negligent misstatement and remedies)
- The importance of written commercial and partnership agreements
- The principal elements of an agreement, whether commercial or business partnership

xv. Legal Issues in Public Relations practice:

- copyright,
- privacy,
- defamation,
- hate speech,
- freedom of information act
- Contract and non-disclosure agreement
- Trademarks etc

## **CPR 209 INTEGRATED MARKETING COMMUNICATIONS**

### Course Objective

Integrated marketing communication is a blend of advertising, public relations sponsorship, sales promotion, publicity, direct response marketing, personal selling and packaging aimed at communicating the needs - satisfying qualities of a product or service, idea or cause profit. IMC is targeted at building up all the elements of marketing and promotional tools and harnessing them to function in synergy to achieve predetermined goals/objectives in any marketing enterprise. Marketing in this context is defined as creating a need and satisfying the need.

### Learning Outcomes

At the end of this course, students shall be able to demonstrate skills in the design, planning and execution of successful marketing campaigns as public relations officers.

### Course Content

The course is structured in a three- part format with a pedagogic focus on models and case notes.

- i. Part one delves into the philosophy, concept and principles of IMC with a special focus on the role of IMC components in the marketing communication process.
- ii. Part two focuses on planning, research and analysis of territorial markets of IMC, including media ecology and budgeting framework, and
- iii. Part three explores how IMC components work together to bring about cost effective marketing, as well as the place of interactive marketing communication(iMC) and experiential marketing as fresh perspectives in IMC practice.

**Minimum of 16 Credit Units per diet (3 diets)**

**Maximum of 24 Credit Units per diet (2diets)**