

ACS 554 Ethics in Public Relations and Communication Management

Course Instructor: Dr. Sorin NASTASIA, Associate Professor, Applied Communication Studies

3 Week Winter Session Course (December 19 to January 8) * Online Course

This course is open for enrollment for graduate students from across humanities, social sciences, and business who have an interest in ethics in public relations, promotion, campaign organizing, and event planning.

COURSE DESCRIPTION

Public relations and communication management practitioners make ethical decisions in the workplace everyday. For example, a public relations specialist advises a client to make full disclosure to the community after an industrial accident. On what basis do these professionals decide the right thing to do?

The purpose of the course is to teach graduate students to weigh the values and demands implicit in public relations and communication management practice over against the values and demands that underlie society. Students will be encouraged to examine their own personal values and test how those values play out in their professional practice. Each student is asked to develop his or her own code of professional public relations and communication management practice.

In this course, students will learn how to analyze ethical dilemmas of PR and communication management practice. First, they will learn elementary principles of ethics. Second, they will apply those principles to professional decisions. Third, they will analyze ethical dilemmas faced by PR and communication management professionals.

COURSE OBJECTIVES

By the end of this semester, graduate students will be able to:

- understand the role of ethics in public relations and communication management
- develop a theoretical knowledge base for examining ethics in public relations and communication management
- develop know-how regarding ethics in public relations and communication management
- employ research-based evaluation and critical thinking in the analysis of ethical dilemmas in public relations and communication management
- develop sensitivity to the ethical dimensions of their own professional practice.

COURSE MATERIALS

Carol, A. B. & Buchholtz, A. K. (2015). *Business and society: Ethics, sustainability, and stakeholder management*. Mason, OH: South-West.

Cheney, G. May, S. & Munshi, D. (2011). *The handbook of communication ethics*. New York: Taylor & Francis.

Additional resources, available on Blackboard

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