

# Introduction to the Course: Public Relations



**COMM 386R**

Tamar Milne

September 6, 2017



UBC SAUDER SCHOOL WOULD LIKE TO  
ACKNOWLEDGE THAT WE ARE LOCATED ON THE  
TRADITIONAL, ANCESTRAL, AND UNCEDED  
TERRITORY OF THE MUSQUEAM FIRST NATION.  
THE MUSQUEAM PEOPLE HAVE LIVED IN THIS  
AREA AND ON THE LANDS THAT ARE NOW UBC  
FOR THOUSANDS OF YEARS.





**So... what is  
public relations,  
anyway?**

If I was down to  
my last dollar,  
I would spend it  
on public  
relations

**Bill Gates**

Chairman Bill & Melinda  
Gates Foundation, Microsoft





SNL





Image source: noomigrootens.files.wordpress.com



We're all naked so  
we better be in  
good shape

**Diana El-Azar**

Senior Director  
World economic forum



**What makes for  
“good” and “bad”  
public relations?**



■ August 10, 2017, 12:23 PM PDT

# The Diesel Scandal Haunts Bosch's Hopes to Be a Global Giant

● The German auto supply king faces a cascade of new claims that it was at the heart of the VW emissions scam.

By Dune Lawrence, Kartikay Mehrotra, Christoph Rauwald, Elisabeth Behrmann, and Ryan Beene



▲ PHOTO ILLUSTRATION: 73%; PHOTOGRAPHER: VOLKSWAGEN; GETTY IMAGES

# “Why Don’t We Try To Be India’s Most Respected Company?”

80 Harvard Business Review November 2011



# Major Course Components

1. Context: trust, responsibility, ethics
2. Stakeholder engagement
3. Corporate communications
4. Reputation management
5. Events and marketing PR



# Course Deliverables

Assessment	Weight
Online Prep Quizzes	10%
Stakeholder Engagement Analysis *	20%
Reputation Audit *	20%
Marketing PR Proposal *	20%
In-class Exercises	15%
Participation	15%

\* Summative assignments for major components  
in lieu of midterm and final exams





**What do you want  
from this course?**

There is only one  
thing in the world  
worse than being  
talked about,  
and that is  
not being  
talked about.

**Oscar Wilde**

Author



# Reminders

1. Buy the course pack online
2. Follow the Class Prep instructions
3. Complete the Prep Quiz before each class

