

Republika ng Pilipinas  
(Republic of the Philippines)  
KAGAWARAN NG EDUKASYON AT KULTURA  
(DEPARTMENT OF EDUCATION AND CULTURE)  
Maynila

October 28, 1977

DEPARTMENT ORDER  
No. 59, s. 1977

A FOUR-YEAR COURSE IN BACHELOR  
OF SCIENCE IN PUBLIC RELATIONS

To: Bureau Directors  
Regional Directors  
Chiefs of Services and Heads of Units  
Coordinator, State Colleges and Universities  
Heads of Private Schools, Colleges and Universities

1. Present trends in business and public relationships have caused to surface the need to professionalize the field of Public Relations. Cognizant of this need the Department of Education and Culture has approved a Four-Year course in Bachelor of Science in Public Relations (BSPP) so as to prepare professional public relations personnel for business and industry.
2. Inclosed is the complete curriculum (Inclosure No. 1) together with the descriptions of specialized courses in Public Relations (Inclosure No. 2). Basic arts and science courses are the usual ones provided by educational institutions of collegiate grade.
3. A list of books, magazines, and periodicals appropriate for the course is also provided in Inclosure No. 3.
4. Schools desiring to offer the course should file their petitions with the regional offices concerned adhering to the rules and regulations on applications for new courses as provided for in Section II, Paragraph 11, of the 7th edition of the Manual of Regulations for Private Schools.
5. Immediate dissemination of the contents of this Department Order is desired.

(SGD.) JUAN L. MANUEL  
Secretary of Education and Culture

Incls.:

As stated

Reference:

N o n e

Allotment: 1-2-3-4--(D.O. 1-76)

To be indicated in the Perpetual Index under the following subjects:

BOOKS  
Course of Study, COLLEGIATE  
CURRICULUM

LISTS  
MAGAZINES  
UNIVERSITIES and COLLEGES







## CURRICULUM

Bachelor of Science in Public Relations

## First Semester

First Year

<u>First Semester</u>			<u>No. of Hours</u>	<u>No. of Units</u>
English	1	Communication Arts	3	3
Spanish	1	Elementary Spanish	3	3
Pilipino	1	Sining ng Pakikipagtalastasan	3	3
Psycho	1	General Psychology	3	3
History*	1	Philippine History	3	3
Social Science	1	Principles of Economics (with Cooperative and Consumer Education, Community Development, Taxation and Agrarian Reform Integrated)	3	3
Math	1	Modern College Algebra	3	3
PE	1			(1)
ROTC				(1.5)
				<u>21</u>

Second Semester

English	2	Communication Arts	3	3
Spanish	2	Intermediate Spanish	3	3
Pilipino	2	Panitikan Pilipino: Pahapyaw na Kasaysayan at mga Piling Katha	3	3
Philosophy	2	Logic	3	3
Math	2	Modern Plane Trigonometry	3	3
Social Science	2	General Sociology (Population Education Integrated)	3	3
Political Science	1	Philippine Government (with new Constitution, Public Service and Citizenship Accountability Integrated)	3	3
PE	2			(1)
ROTC				(1.5)
				<u>21</u>

\* To be taught in Pilipino









Second Year

<u>First Semester</u>		No. of Hours	No. of Units
English	3	Speech and Oral Composition	3
Spanish	3	Advanced Spanish	3
Nat. Sc.	1	Earth Science with Human Ecology	3
Philosophy	2	Ethics and Morals	3
Humanities			3
Botany	1		5
PE	3		(1)
ROTC			(1.5)

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Second Semester

English	4	Survey of Philippine Literature	3	3
English	4	Selected Writings	3	3
Rizal's Life and Works			3	3
Math	3	Elementary Statistics	3	3
Zoology			5	5
Nat. Sc.	2	Biological Science	3	3
PE	4			(1)
ROTC				(1.5)

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Third Year

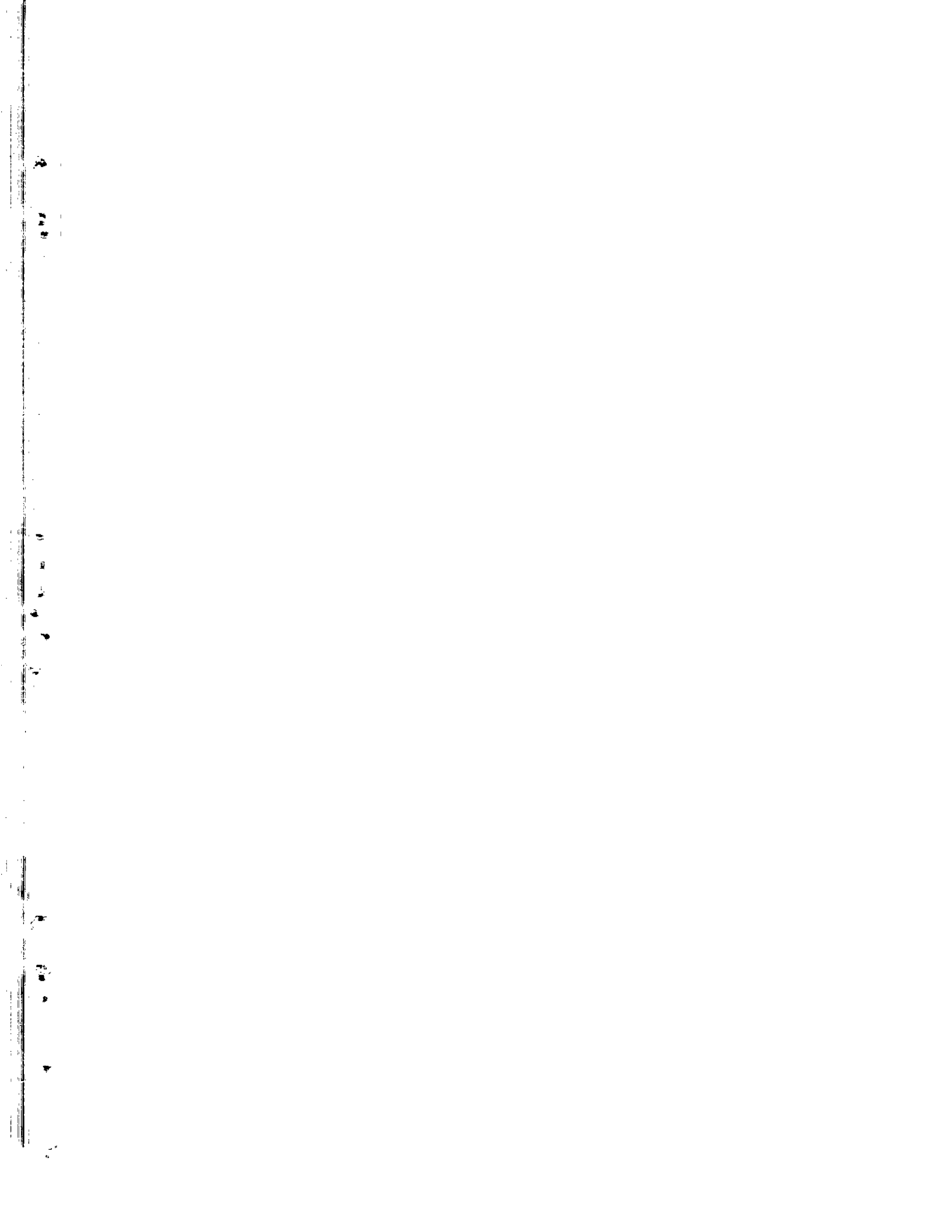
First Semester

PR	100	Introduction to Public Relations	3	3
PR	101	Public Relations, Tools and Mass Media	3	3
		Contemporary National Development with Social Services, Environment Education, Disaster Control, Drug Abuse Education, Applied Nutrition, School Health Education, Food Production, Personal and Community Hygiene (Integrated)	3	3
Cognate		Cultural Anthropology	3	3
PR	102	Methods of Research	3	3
PR	103	Human Behavior Organization	3	3

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\* To be taught in Pilipino







<u>Second Semester</u>			<u>No. of Hours</u>	<u>No. of Units</u>
PR	104	Public Relations and Marketing	3	3
PR	105	Communication Process	3	3
PR	106	Public Relations Specialization	3	3
PR	107	Public Relations Project Management	3	3
Cognate		Principles of Management	3	3
Cognate		Human Resources in National Development	3	3
				18

Fourth Year

First Semester

English	5	Argumentation and Debate	3	3
PR	108	Public Relations, Writing and Editing	3	3
PR	109	Public Relations, Strategy Formulation	3	3
PR	110	Public Relations Publics in the Philippine Setting	3	3
PR	113	Public Relations Practicum	3	3
				15

Second Semester

English	6	Public Speaking	3	3
PR	111	Seminar in Government Public Relations Policy	3	3
PR	112	Written Analysis in Public Relations Cases	3	3
PR	114	Public Relations Practicum	3	3
Cognate		International Relations	3	3
				15

Total - 148 Units









Summary of Units

English	18
Spanish	12
Pilipino	6
Mathematics	9
Philosophy	6
Natural Science	16
Social Sciences	24
Major Fields of Concentration	42
Congantes	12
Rizal's Works	3
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Total .....	148 Units =====

Approved:

For the Secretary of Education  
and Culture

(SGD.) ANTONIO G. DURLAO  
Director  
Bureau of Higher Education



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COURSE DESCRIPTION OF COURSE  
DESCRIPTION OF COURSES

PR 100 : Introduction to Public Relations

An overview of contemporary public relations as a profession, a survey course for students intending to major in public relations and those in related fields. A study of the concept, history and philosophy of public relations; ecology, careers, relationship with mass media; primarily to ascertain the relevance of public relations to nation building. (3 units)

PR 101 : Public Relations Tools and Mass Media

Designed to acquaint students with various forms of communications used in public relations as vehicles to the print and broadcast media. Emphasis on the value of each public relations tools for publicity, while developing an awareness of the impact of mass media on the target publics. (3 units)

PR 102 : Methods of Research

Course focuses on the methods and tools of research as these are integral to public relations practice. Application to the requirements of public relations projects relevant to nation building, provide means to measure effectiveness of public relations efforts, raise the efficiency of publications departments or organizations, and increase research-mindedness of students in public relations. (3 units)

PR 103 : Human Behavior in Organizations

Advanced analysis of personality, social and cultural factors affecting the motivational component of human interaction. An approach to the theory, systematic psychology, value theory, and integrated systematic paradigms, among others. Principles and practices in organizing and directing human efforts based on current findings on an interdisciplinary approach against a background of organizational theory. Study on typical Philippine environment. (3 units)

PR 104 : Public Relations and Marketing

A correlation of public relations and marketing functions in a corporate setting. Vital subjects considered include advertising, sales promotions, and other marketing inputs. Designed to familiarize students on the role of public relations and marketing in achieving corporate objectives. (3 Units)









PR 105 : The Communication Process

Scope and functions of communication on the society, which by itself is a form of communication, through which experience is described, shared, modified and preserved. The approach to public opinion and propaganda. A study of the process, elements, functions, and effects of communication on a developing and developed nations. A basic requirement for students of public relations. (3 units)

PR 106 : Public Relations Specialization

Exploration of the various specialized fields of public relations. An insight into the demands, expertise and practice of public relations related to government, community, financial, educational and non-profit institutions: corporate, and industry relations, among others. An understanding of the specialized lines in the public relations spectrum. (3 units)

PR 107 : Public Relations Projects Management  
(Prerequisite: PR 102)

Study of the methodology in handling public relations projects, a laboratory-type approach to problems involving public relations operations with stress on proper programming and implementation of public relations programs. Emphasis on directional process, cost-cutting, and effectiveness foreseen in public relations programs implementation. (3 units)

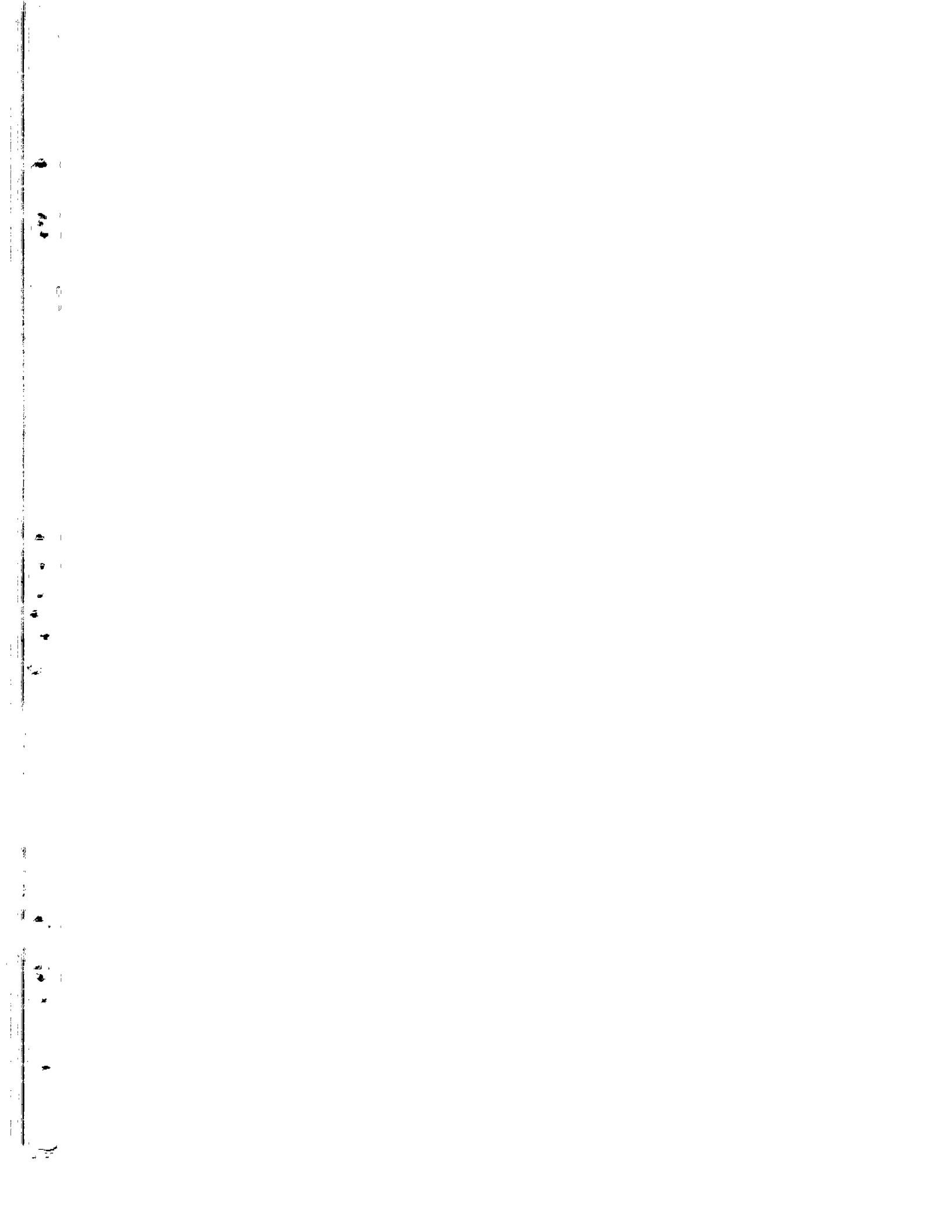
PR 108 : Public Relations Writing and Editing  
(Prerequisite: PR 101)

Emphasis on the fundamentals of writing for public relations, application to the customary forms used in the field vis-a-vis professional standards. The role of public relations practitioner as creative interpreter of the messages among numerous internal and external publics. Approach on graphic aspects of design and production. Independent writing assignments encouraged. (3 units)

PR 109 : Public Relations Strategy Formulation

Emphasis on the approach and planning of a public relations project or campaign. The concept, definition, system and thrust to the implementation of a given public relations task. A study into the inputs and factors, timetable, funding and movements essential to an effective public relations project or campaign. Include the process of decision-making with studies on estimate of situations and conduct of operations in the implementation of programmed public relations activities. (3 units)







PR 110 : Public Relations Publics in the Philippine Setting

A study and analysis of the relevance of various groups in a society to public relations; in the Philippine setting, the identification, attitudes, and motivations of such publics; their importance to an affective public relations campaign examined in the light of current findings from related professions to achieve societal goals. (3 units)

PR 111 : Seminar in Governmental Public Relations Policy

An examination of the public interest as reflected in the formulation of official public relations policy. A seminar-type study with concentration on current problems and emphasis on present situation. An overview of government relations with the aim of better understanding its importance to the private sector. Policy refers to basic guide to administrative action in public relations. (3 units)

PR 112 : Written Analysis of Public Relations Cases  
(Prerequisite: PR 109)

Studies of selected local and foreign public relations cases and typical public relations problems in various fields relevant to the Philippine setting. Practical written analysis on and development of new approaches to applied public relations with emphasis on assessment and evaluation of such cases to seek refinements. (3 units)

PR 113 : Public Relations Practicum and Internship  
and  
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Actual work experience as an intern with a chosen public relations department or organization. Such experience should cover analysis of public relations problems, drafting of a corresponding plan, implementation of the same, and deeper assessment of results. Minimum of twelve hours a week in supervised activity. Analytical report evaluating the experience through a training grid required at the end of the internship. (6 units)

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LIST OF INSTRUCTIONAL MATERIALS

Textbooks

1. Public Relations

Americal College Public Relations Association. Casebook of Institutional Advancement Programs. Washington DC, 1970.

Bernays, Edward L. Public Relations. University of Oklahoma Press, 1952.

Blumenthal L. roy. The Practice of Public Relations. New York: The Macmillan Company, 1972.

Canfield, Bertrand and Moore , H. Frazier. Public Relations Principles, Cases and Problems. Illinois: Richard D. Irwin, Inc.,

Cruz, R.R. dela. Public Relations Theory and Practice. Manila, Philippine: R.R. Public Relations, Inc. 1975.

\_\_\_\_\_, Fund Campaign Guidebook. Manila, Philippines: R.R. Public Relations, Inc. 1973.

Kobre, Sidney. Successful Public Relations for Colleges and Universities. New York: Hasting House (Communication Arts Book) 1974.

Lesley, Philip. Public Relations Handbook. Englewood Cliffs, New Jersey: Prentice-Hall, 1971.

Mañalac, Ramon R. Corporate Public Relations in the Philippines Manila, Philippines: Ateneo Small Business Bureau, 1972

Roalman, Arthur R. Profitable Public Relations. Bombay: Taraporevala Publishing Industries Private Ltd. (Published by arrangement with Dow Jones-Irwin, Inc.), 1972

Santos, Enrique B. PR: Living in a Bull's Eye. Makati, Rizal, Philippines: MDB Publishing House, 1972.

Stephenson, Howard. Handbook of Public Relations. 2nd Ed. New York: McGraw-Hill Book Company, 1971.

Weiner, Richard. Professionals' Guide to Public Relations Services. 2nd Ed. Englewood Cliffs, New Jersey: Prentice-Hall, 1971.

2. Communication and Mass Media

Aurmen, Robert P. and Wolf, Morris Philip. Effective Communication in Business. 6th Ed. Mandaluyong, Metropolitan Manila, Philippines: Mutual Books, Inc., 1974.







- Barnouw, Erik. Mass Communication. New York: Holt, Rinehart and Winston, Inc., 1956.
- Feliciano, Gloria and Icban, Jr., Crispulo J. Philippine Mass Media in Perspective. Quezon City, Philippines: University of the Philippines, 1967
- Henessy, Bernard C. Public Opinion. Belmont, California: Wadsworth Publishing Company, Inc., 1965
- McLuhan, Marshall. Understanding Media: The Extensions of Man. New York: McGraw-Hill Book Company, 1964.
- Packard, Vance. The Hidden Persuaders. New York: David McKay, 1965.
- Ramirez, Jaime B. Philippine Journalism Handbook. Marawi City, Philippines: Mindanao State University, 1974.
- Williams, Raymond. Communications. Middlesex, England: Penguin Books Ltd., 1966.
- Wright, Charles R. Mass Communication. New York: Pandom House, Inc., 1966.

### 3. Management and Business Administration

- Bennis, Warren G. Nenne, Kenneth D. and Chin, Robert. The Planning of Change. 2nd Ed. New York: Holt, Rinehart and Winston, Inc., 1969.
- Davis, Keith. Human Behavior at Work (Human Relations and Organizational Behavior) 4th Ed. New York: McGraw-Hill Book Company, Inc., (Reprinted by Cacho Hermanos, Inc.) 1972.
- Dubin, Robert. Human Relations in Administration. 3rd Ed. New Jersey: Prentice-Hall, Inc., (Reprinted by Prentice-Hall of India Private Limited), 1970.
- Lawtence, Paul R. and Lorsch, Jay W. Organization and Environment. Illinois: Richard D. Irwin, Inc., 1969.
- McGregor, Douglas. The Human Side of Enterprise. New York: McGraw-Hill Book Company, Inc., 1960.
- Newman, William H. and Logan, James P. Strategy, Policy, and Central Management. Ohio: Southwestern Publishing Company (Reprinted by Mutual Books, Inc.). 1965.
- Peter, Lawrence and Hull, Raymond. The Peter Principle. London: Pan Books Ltd., 1971.



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4. Interdisciplinary Materials

Aronson, Elliot. The Social Animal. San Francisco: W.H. Freeman and Company, 1972.

Beals, Ralph L. and Jaijer, Jarry. An Introduction to Anthropology. 3rd Ed. New York: The Macmillan Company, 1965.

Broom, Leonard and Slznick, Philip. Sociology. 4th Ed. New York: Harper and Row.

Ehrlich, Paul R. and Ehrlich, Anne H. Population Resources Environment. San Francisco: W.H. Freeman and Company, 1970.

Etzioni, Amitai. The active Society, a Theory of Societal and Political Processes. New York: The Free Press, Collien Macmillan Limited, 1968.

Kluckhohn, Clyde. Mirror of Man. Greenwich, Connecticut: Fawcett Publications, Inc., 1970.

Titiev, Nusha. Introduction to Cultural Anthropology. New York: Holt, Rinehart and Winston, Inc., 1963.

Toffler, Alvin. Future Shock. New York: Random House, Inc., 1970.

Magazine and Periodicals

The Anvil. Monthly Publication of the Public Relations Society of the Philippines. Manila, Philippines.

Public Relations Journal. Monthly publication of the Public Relations Society of America, 845 Third Avenue, New York, N.Y., 10022.

Public Relations News. Weekly Newsletter. 127 East, 8th Street, New York, N.Y., 10021

Public Relations Quarterly. Quarterly magazine. 305 East, 4th Street, New York, N.Y., 10017

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