Litteraturlista för SKOP20, Strategisk kommunikation: Public Relations gällande från och med höstterminen 2016

Litteraturlistan är fastställd av Styrelsen för institutionen för strategisk kommunikation 2016-06-08 att gälla från och med 2016-08-29

Se bilaga.

LUND UNIVERSITY
Campus Helsingborg

Department for Strategic Communication

Literature list for SKOP20 Public Relations 7,5 credits

The literature list is established by the board of the Department of Strategic Communication on June 8, 2016. The literature list is valid from the autumn of 2016.

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Deephouse, D. L., & Carter, S. M. (2005). An Examination of Differences Between Organizational Legitimacy and Organizational Reputation. Journal of management Studies, 42(2), 329-360.

Donaldson, T., & Preston, L. E. (1995). The stakeholder theory of the corporation: Concepts, evidence, and implications. Academy of management Review, 20(1), 65-91.

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Lindenmann, W. K. (2006). Public relations research for planning and evaluation. Gainesville, FL: Institute for Public Relations Research. (33 sidor)

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Merkelsen, H. (2013). Legitimacy and reputation in the institutional field of food safety: A public relations case study. Public Relations Inquiry, 2(2), 243-265.

Mintzberg, H. (1993). The pitfalls of strategic planning. California Management Review, 36, 32-47.

Morsing, M., & Schultz, M. (2006). Corporate social responsibility communication: stakeholder information, response and involvement strategies. Business Ethics: A European Review, 15(4), 323-338.

Parmar, B. L., Freeman, R. E., Harrison, J. S., Wicks, A. C., Purnell, L., & De Colle, S. (2010). Stakeholder theory: The state of the art. The Academy of Management Annals, 4(1), 403-445.

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Smith, R. D. (2013). *Strategic planning for public relations*. Routledge. (BOOK – 359 sidor)

Wehmeier, S. (2006). Dancers in the dark: The myth of rationality in public relations. *Public Relations Review*, 32(3), 213-220.

In addition the student chooses 300 pages on own choice.

Total 1212 pages.