Literature for SKOP20, Strategic Communication: Public Relations applies from autumn semester 2016

Literature established by the board of the Department of Strategic communication on 2016-06-08 to apply from 2016-08-29

See appendix.

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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Ledingham, J. A. (2003). Explicating relationship management as a general theory of public relations. Journal of Public Relations Research, 15(2), 181-198.

L'Etang, J. (1994). Public relations and corporate social responsibility: Some issues arising. Journal of Business Ethics, 13(2), 111-123.

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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.

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Power, M., Scheytt, T., Soin, K., & Sahlin, K. (2009). Reputational risk as a logic of organizing in late modernity. Organization Studies, 30(2-3), 301-324.

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.