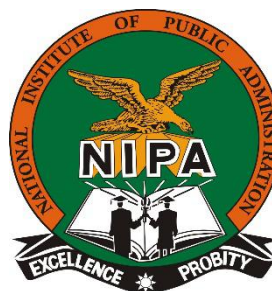


National Institute of Public Administration



BACHELOR OF PUBLIC RELATIONS

1.0 Introduction

The Bachelor of Public Relations (BPR) degree is designed to prepare students for beginning level, generalist Public relations practice with individuals, families, groups, and communities. Public Relations is a strategic function of management that creates knowledge about an organisation, good will and mutual understanding.

In consultation with the Zambia Public Relations Association (ZAPRA), NIPA introduced PR programmes to meet real needs in the industry.

A good number of organisations have nascent PR departments or nothing at all. Having seen the needs, NIPA with the help of ZAPRA crafted programmes that not only equip students to meet the demands of industry but also develop them into full-fledged intellectuals.

Name of the Programme: Bachelor of Public Relations

Programme Code: BPR

Programme Aims:

The primary purpose of the BPR programme is to prepare the graduate for beginning level practice as a public relations specialist. The student will develop an understanding of various intervention methods and skills in their application to a variety of client systems. The programme includes studies in theory, skills development and supervised professional practice, and opportunities for group-based learning, community engagement, practice research and integration of public relations theory and practice.

2.0 Programme Structure

Year of Study	Semester I		Semester II	
	Course Code	Course Name	Course Code	Course Name
ONE	BPR 101	Introduction to Public Relations	BPR 105	Mass Communication
	BPR 102	Principles of Marketing	BPR 106	Advertising, Principles & Practice
	BPA 102	Introduction to Political Science	BHRM 106	Human Resource Management
	BSS 103	Communication and Study Skills	BPR 108	Journalism

TWO	BAF 201	Cost and Management Accounting	BPR 205	International Public Relations
	BHRM 201	Principles of Economics	BPA208	Organisation Behaviour
	BHRM 202	Introduction to Sociology	BPR 204	Event Management
	BBA 203	Customer Relationship Management	BSC 207	Management Information System
THREE	RMS 300	Qualitative Research Methods	RMS 301	Quantitative Research Methods
	BPR 301	Management of Public Relations	BPR 305	Strategic Public Relations
	BPR 302	Corporate Social Responsibility	BPR 307	Crisis Management
	BPR 303	Online Public Relations	BBA 308	Innovation & Entrepreneurship
FOUR				
	BPR 401	Diplomacy and Protocol	BPA 409	Strategic Management
	BPR 402	Corporate Governance	BPR 407	Communication Skills for Public Relations
	BPR 404	Creative Media Production	BHRM 408	Gender in Management
	BHRM 406	Talent Management	RMS 400	Research Project Report

3.0 Career Prospect:

Public Relations has also been appreciated by celebrities and public figures. This is because success is associated with how people see an organisation or entity since they have to accept it. This is the more reason why it is inter sectorial and interdisciplinary being found in such places as banks, hospitals, political parties, the army, NGOs to mention but a few. On Completion of the course students can work in Advertising, Events Management, Social Media Management, Corporate Affairs, Protocol and others.

4.0 Contact Person

For details, do not hesitate to contact the Coordinator – Public Relations

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