

# COURSE OUTLINE

COURSE TITLE	<b>PUBLIC RELATIONS</b>	CODE:
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YEAR OF STUDY	SEMESTER	COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)	O
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NUMBER OF HOURS PER WEEK				TOTAL NUMBER OF HOURS PER SEMESTER	TOTAL NUMBER OF SELF-STUDY HOURS	CREDITS	TYPE OF ASSESSMENT (MT-MID-TERM, O-ORAL EXAM, M-MIXED)	LANGUAGE OF TEACHING
C	S	L	Pr.					
2	0					5	M	EN

COURSE COORDINATOR	ACADEMIC TITLE, FIRST NAME, LAST NAME	DEPARTMENT
	PROFESSOR, PhD, ADRIANA, ZAIT	Business Administration/Marketing

PREREQUISITE COURSES	Marketing, Management
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COURSE OBJECTIVES	<p>Main objective: To acquire solid PR theoretical knowledge, to develop the ability to apply the theory into practice, and the ability to observe, analyze, interpret and offer motivated solutions to a company PR and image issues.</p> <p>SPECIFIC OBJECTIVES: <u>KNOWLEDGE</u>, <u>ABILITIES</u> AND/OR <u>COMPETENCIES</u></p> <ul style="list-style-type: none"> <li>i) <u>Cognitive competencies (knowledge)</u>: to develop learning abilities in the field of PR and to acquire the specific theoretical knowledge (see chapters)</li> <li>ii) <u>Functional competencies</u> (abilities and competencies: applying knowledge to a particular context) – ability to put into practice the acquired theoretical knowledge – create a press release, news release, feature, press file, organization of a press conference, crisis communication, management of mass-media relations, giving a press interview, conceiving a PR campaign, evaluating the efficiency of a PR action</li> <li>iii) <u>Personal competencies</u> – ability to put into practice the acquired theoretical knowledge – create a press release, news release, feature, press file, organization of a press conference, crisis communication, management of mass-media relations, giving a press interview, conceiving a PR campaign, evaluating the efficiency of a PR action</li> <li>iv) <u>General competencies</u> - honesty in communication, initiative, adaptability, flexibility, decision taking for crisis</li> </ul>
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SEMINAR/LAB TOPICS	Press Release, Features, Press Files, Press Conferences; Brochure and Identity Manual; Strategies for the differentiation of PR materials Crisis Communication – plan, team/cell, strategies, materials; Media training for the PR interview; Lobby techniques;
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	Critical essays and case studies.
TEACHING METHODS	Free speech; written support for students; PowerPoint presentations; debates on given subjects; bonus points for quality interventions from students.

BIBLIOGRAPHY	Adriana ZAIȚ – Relatii Publice, Sedcom Libris Iasi, 2004. Seitel FRASER – The Practice of Public Relations, Prentice Hall, 2006.
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ASSESSMENT	TERMS	Compulsory attendance for seminars, strongly recommended course attendance
	CRITERIA	Focus on judgment and argumentation. Checking for writing abilities, creativity, critical spirit, analysis capacity. Respect for scientific rigor and professional behavior.
	TYPEPES	Evaluation of student term papers (essays, projects, tests) and final exam evaluation (combination of multiple response questions, open questions and short case studies)
	FINAL GRADE FORMULA	50% EVP (10% essay, 30% project, 10% course test) and 50% final exam