academic course description

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| BACHELOR‘S PROGRAMME**communication and public relations**1ST YEAR OF STUDY, 2nd SEMESTER |

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| **Course title** | **essentials of public relations** |
| Course code | DD3 |
| Course type | tutorial |
| Course level | 1ST cycle (Bachelor’s degree) |
| Year of study, semester | 1st year of study, 2nd semester |
| Number of ECTS credits | 6 |
| Number of hours per week | 4 (2 lecture hours + 2 seminar hours) |
| Name of lecture holder | Gheorghe-Ilie FÂRTE  |
| Name of seminar holder | Daniel-Rareş OBADĂ |
| Prerequisites | Intermediate level of English  |
| A | **General and course-specific competences** |
|  | **General competences**:* To know and understand the specialized language of public relations
* To use the conceptual and methodological apparatus of communication sciences for solving new theoretical and practical PR problems
* To respect high ethical standards in addressing public relations problems.

**Course-specific competences**:* To acquire knowledge of principles, theories, purposes, roles, tools and activities in the field of strategic public relations
* To build the ability to perform various communication tasks in order to establish, maintain and develop advantageous relationships between clients and their stakeholders
* To develop the ability to communicate effectively so that the right messages could reach the right audiences with the right effects
* To build the ability to translate general communication goals into SMART objectives, stakeholders into target audiences, and communication themes into specific messages adapted for these audiences and for the available media
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| B | **Learning outcomes** |
|  | The successful completion of this course indicates that the student has demonstrated the ability to:* determine the scope of public relations practice and identify various instances of public relations in economic, politic and communitarian sphere
* apply theories, principles, and tools of public relations to cope with PR challenges and problems
* state relevant PR goals and objectives and realize complex PR activities
* choose appropriate and ethical PR strategies and tactics
* write effective messages adapted to certain PR goals and stakeholders’ expectations
* create a PR brief and to provide an effective solution to a PR brief
* evaluate the results of a PR campaign
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| C | **Lecture content** |
|  | * Defining public relations. What public relations can do? Public Relations as a profession
* Jobs, roles, functions, and activities in the field of public relations
* Problems, goals, and objectives in the PR industry
* Publics, markets, stakeholders, audiences: identifying, describing, and prioritizing key publics
* PR tools and communication tactics
* Media mix strategies
* Creating and testing effective messages to achieve PR objectives
* Corporate social responsibility
* Fundraising
* Lobbying
* Public Information Campaigns
* Elaborating PR Briefs
* Methods to measure PR projects and campaigns
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| D | **Recommended reading for lectures** |
|  | [1] Cutlip, Scott and Center, Allen H. 2001. *Effective Public Relations*. Englewood Cliffs (N.J): Prentice Hall[2] Farte, Gheorghe-Ilie. 2014. “Rôles et activités dans la pratique des relations publiques.” Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric 12 (1): 117-131[3] Gordon, Joye C. 1997. “Interpreting Definitions of Public Relations: Self Assessment and a Symbolic Interactionism-Based Alternative.” *Public Relations Review* 23: 57-66[4] Heath, Robert L. et al. 2005. *Encyclopedia of Public Relations*. Thousand Oaks (CA): Sage (Public Relations; Media Mix Strategies; Corporate Social Responsibility; Fundraising)[5] Hutton, James. 1999. “The Definition, Dimensions, and Domain of Public Relations.” *Public Relations Review* 25 (2): 199-214[6] Leichty, Greg and Springston, Jeff. 1996. “Elaborating Public Relations Roles.” *Journalism and Mass Communication Quarterly* 73 (2): 467-477[7] L'Etang, Jacquie. 2009. *Public Relations*: Concepts, Practice and Critique. London: Sage[8] Likely, Fraser. 2000. “Communication and PR: Made to Measure.” *Strategic Communication Management*. <http://www.instituteforpr.org/pdf/SCM_Likely_reprint_2000_b.pdf>[9] Nessmann, Karl. 1995. “Public Relations in Europe: A Comparison with the United States.” *Public Relations Review* 21: 151-60 [10] Smith, Ronald. 2005. *Strategic Planning for Public Relations*, 2nd edition, Mahwah (N.J.): Lawrence Erlbaum Associates ([10a]: Analyzing the Public, 42-66; [10b]: Establishing Goals and Objectives, 69-81; [10c]: Choosing Communication Tactics, 157-216; [10d]: Using Effective Communication, 117-153; [10e]: Evaluating the Strategic Plan, 237-258)[11] Sriramesh, Krishnamurthy and Hornaman, Lisa. 2006. „Public Relations as a Profession: An Analysis of Curricular Content in the United States.” *Journal of Creative Communications* 1: 155-172[12] Verčič, Dejan et al. 2001. “On the Definition of Public Relations: A European View.” *Public Relations Review* 27: 373-387[13] \*\*\* COMPASS: Porter Novelli’s Communications Planning Tools. |
| E | **Seminar content** |
|  | * Draw a concept map of PR. Indicate three PR specialists who worked for a political organization (or public institutions), company, and NGO respectively. What they did for their clients?
* Indicate three PR posts and the persons who fill them. Present the predominant roles, functions and tasks of those PR practitioners
* Correlate a PR problem with a goal and an objective in the case of a political institution, company and NGO respectively
* Identify and characterize 3 key stakeholders for 3 organizations relating to a PR problem
* Exemplify the following PR tactics: news, special events, written materials, audiovisual materials, corporate-identity materials, endorsement, and new media
* Present the media mix of a PR campaign
* Comment the message platform of a communication campaign
* Present a CSR campaign
* Present a fundraising campaign
* Present a public information campaign
* Analyze a PR brief. Outline a PR brief for a company or NGO
* Present the results of a PR campaign
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| F | **Recommended reading for seminars** |
|  | The books and articles mentioned at D. |
| G | **Education style** |
| learning and teaching methods | Exposition, heuristic conversation, debate, and problematization |
| assessment methods | Portfolio of seminar papers 40%Oral presentations 10%Final written exam 50% |
| Language of instruction | English |