

BACHELOR 'S PROGRAMME
COMMUNICATION AND PUBLIC RELATIONS
2ND YEAR OF STUDY, 1ST SEMESTER

COURSE TITLE	NGO PUBLIC RELATIONS
COURSE CODE	DS6
COURSE TYPE	tutorial
COURSE LEVEL	1 ST cycle (Bachelor's degree)
YEAR OF STUDY, SEMESTER	2 nd year of study, 1 st semester
NUMBER OF ECTS CREDITS	4
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Daniel-Rareş OBADĂ, PhD
NAME OF SEMINAR HOLDER	Daniel-Rareş OBADĂ, PhD
PREREQUISITES	Intermediate level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competences:</p> <ul style="list-style-type: none"> → 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 specific to NGO sector; → To respect high ethical standards in addressing public relations problems. <p>Course-specific competences:</p> <ul style="list-style-type: none"> → To know the characteristics that differentiate NGOs from public institutions and companies; → To know the stages of founding a non-governmental organization; → To understand the diversity of the nonprofit sector and the key action areas of the NGOs; → To position a NGOs by elaborating a mission, vision, value statements and principles; → To develop strategies, goals, objectives, tactics, and actions in PR campaigns for different NGOs; → To develop the ability to elaborate and transmit written messages in accordance with the communication objectives, the receiver's profile and the communication context; → To know the constituent elements of a communication campaign from the NGO sphere.
B	LEARNING OUTCOMES
	<p>The successful completion of this course indicates that the student has demonstrated the ability to:</p> <ul style="list-style-type: none"> → indicate some important differences between NGOs, public institutions and companies; → formulate the mission, vision, value statements, framing, branding for a NGO; → identify the stakeholders of a non-profit organization, especially the stakeholders who can financially support the activities of the organization; → correlate PR objectives with different PR tactics and activities; → create persuasive messages in order to influence the stakeholders of a non-profit organization; → recognize and describe each component of a PR campaign developed for a NGO; → explain both success and failure of various NGO PR campaigns; → to use effectively their communication skills.
C	LECTURE CONTENT
	<ul style="list-style-type: none"> → The nature of nonprofit organizations. NGOs, public institutions, companies → The diversity of the nonprofit sector. Key action areas of the NGOs → Gaining favorable media coverage, endorsements and public support in order to raise awareness of social causes and social issues → Positioning the NGOs: mission, vision, value statements, framing, branding → Resources aquisition. Recruiting and retaining dedicated volunteers → The fundraising process, types of fundraising, fundraising policies, fundraising evaluation

	<ul style="list-style-type: none"> → Advocacy and lobbying in the nonprofit sector → Practical guidelines for campaigning public relations. Elements of a PR plan → Strategies, goals, objectives, tactics, and actions in PR campaigns → Creating and testing effective messages to achieve NGOs' objectives → Media mix strategies used by the nonprofit organizations → Communication campaigns in the action areas of the NGOs: protection of human rights, protection of animal rights, health care, environmental protection, philanthropy, social welfare, promotion of liberal democracy → Networked nonprofits. NGOs and the Internet
D	RECOMMENDED READING FOR LECTURES
	<p>[1] Anft, Michael. 2015. Scientists to Charities: You're Doing It All Wrong. <i>Chronicle of Philanthropy</i>, 4/1/2015, Vol. 27, Issue 8</p> <p>[2] Beckwith, Sandra L. 2006. <i>Publicity For Nonprofits: Generating Media Exposure That Leads to Awareness, Growth, and Contributions</i>. Chicago (IL): Dearborn Trade</p> <p>[3] Bendell, Jem (ed.). 2000. <i>Terms for Endearment: Business, NGOs and Sustainable Development</i>. Sheffield: Greenleaf Publishing</p> <p>[4] BoardSource Staff. 2010. <i>Essential Texts for Nonprofit and Public Leadership and Management: Handbook of Nonprofit Governance</i>. Hoboken (NJ): Jossey-Bass</p> <p>[5] Bowen, Shannon A. 2005. Mission and Vision Statements. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[6] Hansen-Horn, Tricia L. 2005. Lobbying. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[7] Kanter, Beth and Paine, Katie Delahaye. 2012. <i>Measuring the Networked Nonprofit: Using Data to Change the World</i>. Somerset (NJ): John Wiley & Sons</p> <p>[8] Kelly, Kathleen S. 2005. Fundraising. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[9] Leeper, Kathie A. 2005. Nonprofit Organizations. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[10] Metzler, Maribeth S. 2005. Environmental Groups. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[11] Pompper, Donnalyn. 2005. Media Mix Strategies. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[12] Saul, Jason. 2011. <i>End of Fundraising: Raise More Money by Selling Your Impact</i>. Hoboken (NJ): John Wiley & Sons</p> <p>[13] Smith, Michael F. 2005. Activism. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[14] Smith, Ronald D. 2005. <i>Strategic Planning for Public Relations</i>. 2nd edition. Mahwah (N.J.): Lawrence Erlbaum Associates</p> <p>[15] Springston, Jeffrey K. 2005. Public Health Campaign. In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[16] Taylor, Maureen. 2005. Nongovernmental Organizations (NGOs). In Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks (CA): Sage</p> <p>[17] Tench, Ralph and Yeomanz, Liz. 2009. <i>Exploring Public Relations</i>, 2nd edition, Harlow: Prentice Hall</p> <p>[18] Tschirhart, Mary and Bielefeld, Wolfgang. 2012. <i>Managing Nonprofit Organizations</i>. Somerset (NJ): John Wiley & Sons</p>
E	SEMINAR CONTENT
	<ul style="list-style-type: none"> → Give three examples of NGOs, public institutions and companies at local, national and international level → Indicate three NGOs that are focused on the mentioned action areas at local/ regional, national and international level → Indicate three social causes/ issues that got media coverage, celebrity endorsement and public support

	<ul style="list-style-type: none"> → Analyze the mission, the vision, the assumed values, and the brand identity of an NGO → Present the financial and human resources of a International NGOs → Indicate five laws as results of lobbying in the nonprofit sector → Indicate three cases in which PR practitioners didn't followed the guidelines for planning communication campaigns → Give two examples of strategies, goals, objectives and tactics in the context of a PR campaign → Comment the message platform of a communication campaign developed by an INGO → Present and analyze the media mix of a Public Relations Campaign for an NGO → Present a communication campaign realised by a UE nongovernmental organization → Illustrate with examples three methods by which NGOs used the World Wide Web to conduct effective PR campaigns
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	Seminar activities 50% Final (written) examination 50%
LANGUAGE OF INSTRUCTION	English