

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

COURSE TITLE	ESSENTIALS OF PUBLIC RELATIONS
COURSE CODE	DD3
COURSE TYPE	tutorial
COURSE LEVEL	1ST cycle (Bachelor's degree)
YEAR OF STUDY, SEMESTER	1 st year of study, 2 nd semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Gheorghe-Ilie FĂRTE
NAME OF SEMINAR HOLDER	Daniel-Rareş OBADĂ
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 → To respect high ethical standards in addressing public relations problems. <p>Course-specific competences:</p> <ul style="list-style-type: none"> → 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
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"> → 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
C	LECTURE CONTENT
	<ul style="list-style-type: none"> → 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

	<ul style="list-style-type: none"> → Corporate social responsibility → Fundraising → Lobbying → Public Information Campaigns → Elaborating PR Briefs → Methods to measure PR projects and campaigns
D	RECOMMENDED READING FOR LECTURES
	<p>[1] Cutlip, Scott and Center, Allen H. 2001. <i>Effective Public Relations</i>. Englewood Cliffs (N.J.): Prentice Hall</p> <p>[2] Farte, Gheorghe-Ilie. 2014. "Rôles et activités dans la pratique des relations publiques." <i>Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric</i> 12 (1): 117-131</p> <p>[3] Gordon, Joye C. 1997. "Interpreting Definitions of Public Relations: Self Assessment and a Symbolic Interactionism-Based Alternative." <i>Public Relations Review</i> 23: 57-66</p> <p>[4] Heath, Robert L. et al. 2005. <i>Encyclopedia of Public Relations</i>. Thousand Oaks (CA): Sage (Public Relations; Media Mix Strategies; Corporate Social Responsibility; Fundraising)</p> <p>[5] Hutton, James. 1999. "The Definition, Dimensions, and Domain of Public Relations." <i>Public Relations Review</i> 25 (2): 199-214</p> <p>[6] Leichty, Greg and Springston, Jeff. 1996. "Elaborating Public Relations Roles." <i>Journalism and Mass Communication Quarterly</i> 73 (2): 467-477</p> <p>[7] L'Etang, Jacquie. 2009. <i>Public Relations: Concepts, Practice and Critique</i>. London: Sage</p> <p>[8] Likely, Fraser. 2000. "Communication and PR: Made to Measure." <i>Strategic Communication Management</i>. http://www.instituteforpr.org/pdf/SCM_Likely_reprint_2000_b.pdf</p> <p>[9] Nessmann, Karl. 1995. "Public Relations in Europe: A Comparison with the United States." <i>Public Relations Review</i> 21: 151-60</p> <p>[10] Smith, Ronald. 2005. <i>Strategic Planning for Public Relations</i>, 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)</p> <p>[11] Sriramesh, Krishnamurthy and Hornaman, Lisa. 2006. „Public Relations as a Profession: An Analysis of Curricular Content in the United States." <i>Journal of Creative Communications</i> 1: 155-172</p> <p>[12] Verčič, Dejan et al. 2001. "On the Definition of Public Relations: A European View." <i>Public Relations Review</i> 27: 373-387</p> <p>[13] *** COMPASS: Porter Novelli's Communications Planning Tools.</p>
E	SEMINAR CONTENT
	<ul style="list-style-type: none"> → 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

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	