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 | |
| 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 | |
| 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 | |
| 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 | |
| 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 |