academic course description

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

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| **Course title** | **NGO PUBLIC RELATIONS** |
| Course code | DS6 |
| Course type | tutorial |
| Course level | 1ST cycle (Bachelor’s degree) |
| Year of study, semester | 2nd year of study, 1st 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** |
|  | **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 specific to NGO sector;
* To respect high ethical standards in addressing public relations problems.

**Course-specific competences**:* 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.
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| B | **Learning outcomes** |
|  | The successful completion of this course indicates that the student has demonstrated the ability to:* 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 campaings;
* to use effectively their communication skills.
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| C | **Lecture content** |
|  | * 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
* 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, philantropy, social welfare, promotion of liberal democracy
* Networked nonprofits. NGOs and the Internet
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| D | **Recommended reading for lectures** |
|  | [1] Anft, Michael. 2015. Scientists to Charities: You're Doing It All Wrong. Chronicle of Philanthropy, 4/1/2015, Vol. 27, Issue 8[2] Beckwith, Sandra L. 2006. Publicity For Nonprofits: Generating Media Exposure That Leads to Awareness, Growth, and Contributions. Chicago (IL): Dearborn Trade[3] Bendell, Jem (ed.). 2000. Terms for Endearment: Business, NGOs and Sustainable Development. Sheffield: Greenleaf Publishing[4] BoardSource Staff. 2010. Essential Texts for Nonprofit and Public Leadership and Management: Handbook of Nonprofit Governance. Hoboken (NJ): Jossey-Bass[5] Bowen, Shannon A. 2005. Mission and Vision Statements. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[6] Hansen-Horn, Tricia L. 2005. Lobbying. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[7] Kanter, Beth and Paine, Katie Delahaye. 2012. Measuring the Networked Nonprofit: Using Data to Change the World. Somerset (NJ): John Wiley & Sons[8] Kelly, Kathleen S. 2005. Fundraising. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[9] Leeper, Kathie A. 2005. Nonprofit Organizations. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[10] Metzler, Maribeth S. 2005. Environmental Groups. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[11] Pompper, Donnalyn. 2005. Media Mix Strategies. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[12] Saul, Jason. 2011. End of Fundraising: Raise More Money by Selling Your Impact. Hoboken (NJ): John Wiley & Sons[13] Smith, Michael F. 2005. Activism. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[14] Smith, Ronald D. 2005. Strategic Planning for Public Relations. 2nd edition. Mahwah (N.J.): Lawrence Erlbaum Associates[15] Springston, Jeffrey K. 2005. Public Health Campaign. In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[16] Taylor, Maureen. 2005. Nongovernmental Organizations (NGOs). In Robert L. Heath (ed.), Encyclopedia of Public Relations, Thousand Oaks (CA): Sage[17] Tench, Ralph and Yeomanz, Liz. 2009. Exploring Public Relations, 2nd edition, Harlow: Prentice Hall[18] Tschirhart, Mary and Bielefeld, Wolfgang. 2012. Managing Nonprofit Organizations. Somerset (NJ): John Wiley & Sons |
| E | **Seminar content** |
|  | * 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
* 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
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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 | Seminar activities 50%Final (written) examination 50% |
| Language of instruction | English |