

SYLLABUS

1. Information regarding the programme

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	COMMUNICATION, PR AND ADVERTISING DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Study cycle	MASTER
1.6 Study programme / Qualification	PR AND ADVERTISING

2. Information regarding the discipline

2.1 Name of the discipline	Strategic Communication Management				
2.2 Course coordinator	Anisoara Pavelea				
2.3 Seminar coordinator	Anisoara Pavelea				
2.4. Year of study	2.5 Semester	2.6. Type of evaluation		2.7 Type of discipline	compulsory

3. Total estimated time (hours/semester of didactic activities)

3.1 Hours per week	4	Of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in the curriculum	56	Of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					
Evaluations					
Other activities:					
3.7 Total individual study hours	56				
3.8 Total hours per semester	112				
3.9 Number of ECTS credits					

4. Prerequisites (if necessary)

4.1. curriculum	•
4.2. competencies	•

5. Conditions (if necessary)

5.1. for the course	•
5.2. for the seminar /lab activities	•

6. Specific competencies acquired

Professional competencies	<p>C1 Identifying, understanding and describing main concepts, theories and methods in the field of communication management</p> <p>C2 Using basic knowledge to explain and interpret various concepts, situations, projects, processes etc. in communication management</p> <p>C3 Applying evaluation criteria, methods and models used in information management</p> <p>C4 Elaborating professional communication strategies for public and private sector institutions and NGOs</p> <p>C5 Approaching realistically, both theoretically, and empirically, complex problems</p>
Transversal competencies	<p>CT1 Applying efficient team work techniques in multidisciplinary teams</p> <p>CT2 Using ICT to search and verify information</p> <p>CT3 Applying the principles of ethics and ethical standards regarding research</p> <p>CT4 Respecting diversity and multicultural environments</p> <p>CT5 Developing an open attitude towards life-long learning</p>

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<ul style="list-style-type: none"> • Acquiring basic knowledge and skills in communication management and putting them into practice
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> • Familiarizing with main concepts in strategic communication management • Developing practical skills for conducting research • Understanding various concepts, situations, projects, processes etc. in communication management • Identifying main strategic planning for Public Relations phases and techniques

8. Content

8.1 Course & Seminar	Teaching methods	Remarks
1. Understanding Strategic Planning for Public Relations	Video Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
2. Formative research: Analyzing the Situation	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
3. Formative research: Analyzing the Organization	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
4. Formative research: Analyzing the Publics	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
5. Strategy: Establishing goals and objectives	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
6. Strategy: Formulating Action and Response Strategies	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
7. Strategy: Using Effective Communication	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
8. Tactics: Choosing Communication Tactics	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
9. Tactics: Implementing the Strategic Plan	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.

10. Evaluative Research: Evaluating the Strategic Plan	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
11. Case study.	Interactive presentation Case study Debate	Students are required to read the recommended case study.
12. Case study.	Interactive presentation Case study Debate	Students are required to read the recommended case study.
13. Case study.	Interactive presentation Case study Debate	Students are required to read the recommended case study.
14. Colloquium	Presentations Discussion	Feedback session

Bibliography:

1. Compulsory:

Main handbook:

- 2. Ronald M. Smith** - *Strategic Planning for Public Relations*, Lawrence Erlbaum Associates, Inc, 2002

3. Optional resources:

Translated into Romanian:

- 4.** Doug Newsom, Judy VanSlyke Turk & Dean Kruckeberg – *Totul despre relații publice*, Polirom, 2010
- 5.** Joe Marconi – *Ghid practic de relații publice*, Polirom, 2007
- 6.** Sandra Oliver – *Strategii de relații publice*, Polirom, 2009

English books:

- 7.** Alison Theacker – *The Public Relations Handbook*, Routledge, 2004
- 8.** David J. Ketchen Jr. & Donald D. Bergh - *Research Methodology in Strategy and Management*, Elsevier, 2005
- 9.** Deidre Breakenridge & Thomas J. DeLoughry - *The New PR Toolkit: Strategies for Successful Media Relations*, Prentice Hall, 2003
- 10.** Kieran Knights - *Strategic Planning in Public Relations. A practical guide*, Thorogood, 2001
- 11.** Larry Percy - *Strategic Integrated Marketing Communications*, Elsevier, 2008
- 12.** Lynn R. Kahle & Chung-Hyun Kim - *Creating Images and the Psychology of Marketing Communication*, Lawrence Erlbaum Associates, Inc., 2006

13. Olaf G. Rughase - *Identity and strategy: how individual visions enable the design of a market strategy that works*, Edward Elgar Publishing, Inc., 2006
14. Rudolf Grunig & Richard Kuhn – *Process-based Strategic Planning*, Springer, 2006
15. Erica Weintraub Austin & Bruce E. Pinkleton - *Strategic Public Relations Management. Planning and Managing Effective Communication Programs*, Lawrence Erlbaum Associates, Inc., 2006

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The course content is consistent with what is done in other universities in the country and abroad.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Assimilation of knowledge and use of basic concepts	Communication Strategy	70%
10.5 Seminar/lab activities	Participation in weekly activities	Observation and Attendance /Activity Participation lists	30%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> ➤ Analysis and synthesis capacity. ➤ Basic knowledge in strategic planning and public relations ➤ Ability to operate correctly and appropriately with the concepts and methodology of scientific research. ➤ Appropriate use of bibliographic resources 			

Date Signature of course coordinator Signature of seminar coordinator
 10.02.2017 Lect. univ. dr. Anisoara Pavelea Lect. univ. dr. Anisoara Pavelea




Date of approval Signature of the head of department
 15.02.2017 Prof. univ. dr. habil. Ioan Hosu

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