

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of study	Communication Science
1.5 Level of study	Master
1.6 Study program / Qualification	Public Relations and Advertising

### 2. Information about the discipline

2.1 Discipline title	Public Relations	Discipline code	UME5108
2.2 Course lecturer	Lect. Veronica Ioana Ilieş Ph.D.		
2.3 Seminar assistant	Lect. Veronica Ioana Ilieş Ph.D.		
2.4 Year of study	I	2.5 Semester	I
2.6. Evaluation type	Final examination	2.7 Discipline type	DP

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

3.1 Number of hours per week	3	of which: 3.2 course	22	3.3 seminar/laboratory	1
3.2 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	Basic knowledge about public relations
4.2 based on competences	Analysis and synthesis skills, teamwork, developing and implementing public relations campaigns

### 5. Conditions (where applicable)

5.1 for the course	• -
5.2 for the seminar/laboratory	• -

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Learning skills for PR consulting.</li> <li>• Familiarize with the elements of the PR work (in the office, department or agency) which are part of the internal and external communication programmes of the company</li> <li>• The ability to plan a PR campaign</li> <li>• Familiarizing with different ways of organizing PR campaigns, which can create a good image for the company.</li> <li>• Analyzing patterns of PR work</li> <li>• Analyzing the main types of PR trade campaigns and political PR campaigns.</li> <li>• Learning the concept of a campaign plan</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Understand the theoretical concepts of public relations and the practical part of the discipline</li> <li>• Critical thinking</li> <li>• Analyzing patterns of PR work</li> <li>• Capacity of debating and on presenting arguments</li> <li>• Capacity of predicting</li> <li>• Capacity of analysis</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• By attending this course, students will understand the theoretical concepts of public relations. They will also be able to analyze patterns of PR work within the organization, in the PR agency or in the PR office or department of a company. The course will also offer the possibility to analyze the main types of PR trade campaigns and political PR campaigns. Students will learn to make a PR campaign plan, combining theoretical elements with practical ones.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding the theoretical concepts of public relations and the practical part of the discipline</li> <li>• Learning to create a PR campaign plan</li> <li>• Learning to use PR patterns within the organization, in the PR agency or in the PR office or department of a company</li> <li>• Learning good skills to do PR consulting</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. Occurrence and evolution of PR	Oral presentation and discussions	2 h
2. Definitions of PR	Oral presentation and discussions	2 h
3. The four major functions of the public relations process	Oral presentation and discussions	2 h
4. Patterns of PR System	Oral presentation and discussions	2 h
5. Application areas of public relations	Oral presentation and discussions	2 h
6. PR agency and image department	Oral presentation and discussions	2 h

7. Concepts in the field of PR	Oral presentation and discussions	2 h
8. Strategies and PR campaigns - models	Oral presentation and discussions	2 h
9. PR Campaign : types and forms - commercial / service	Oral presentation and discussions	2 h
10. PR campaigns in the political area	Oral presentation and discussions	2 h
11. PR campaign – general plan (basic information)	Oral presentation and discussions	2 h
12. PR campaign (depth information)	Oral presentation and discussions	2 h
13. PR campaign (applications and case studies)	Oral presentation and discussions	2 h
14. Final recapitulation	Discussions	2 h

### **Bibliography:**

Borțun Dumitru. 2005. *Relațiile Publice și noua societate*, Ed Tritonic, București.

Coman, Cristina, *Relațiile publice Principii și Strategii*, Editura Polirom, Iași, 2006;

Cutlip Scott, Center Allesn, Broom Glen. 1994. *Efective Public Relations*, Prentice Hall Inc., New Jersey.

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David George. 2003. *Relații Publice, garanția succesului*, Ed. Oscar Print, București.

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Rus, Flaviu Călin, *Introducere în știința comunicării și a relațiilor publice*, Editura Institutul European, Iași, 2002.

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Theaker Alison. 2008. *The Public Relations Handbook, Third Edition*, Routledge, London and New York.

Wilcox Dennis, Phillip H. Ault, Warren Kendall Agee, *Public Relations: Strategies and Tactics (8th Edition)*, 2005, Allyn & Bacon

8.2 Seminar / laboratory	Teaching methods	Observations
1. An introduction to seminar requests	Class discussions & fieldwork debriefing	
2. Occurrence and evolution of PR – discussions and video view	Class discussions & fieldwork debriefing	
3. Definitions of PR - discussions and critical analysis	Class discussions & fieldwork debriefing	
4. The four major functions of the public relations process - examples	Class discussions & fieldwork debriefing	
5. Application areas of public relations – examples and discussions	Class discussions & fieldwork debriefing	

6. PR agency and image department – simulating an PR agency and an image department	Class discussions & fieldwork debriefing	
7. Concepts in the field of PR – applications	Class discussions & fieldwork debriefing	
8. Strategies and PR campaigns – examples, discussions and critical analysis	Class discussions & fieldwork debriefing	
9. PR Campaign : types and forms - examples, discussions and critical analysis	Class discussions & fieldwork debriefing	
10. PR campaigns in the political area - students' research in the political field	Class discussions & fieldwork debriefing	
11. PR campaign - Projects' presentations of students' PR campaigns	Class discussions & fieldwork debriefing	
12. PR campaign - Projects' presentations of students' PR campaigns	Class discussions & fieldwork debriefing	
13. PR campaign - Projects' presentations of students' PR campaigns	Class discussions & fieldwork debriefing	
14. PR campaign - Projects' presentations of students' PR campaigns	Class discussions & fieldwork debriefing	

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Borțun Dumitru. 2005. *Relațiile Publice și noua societate*, Ed Tritonic, București.

Coman, Cristina, *Relațiile publice Principii și Strategii*, Editura Polirom, Iași, 2006;

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### **9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

- Public relations course is one that offers students the opportunity to practice the PR work. It offers a large amount of information that can be used in the field of public relations, once a student participates in this course. The theoretical aspects of the course are based on practical activities, that will help students to acquire experience and be able to work in an organization as a PR counselor or in a PR agency.

### **10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Evaluation of the acquired knowledge and the use of the specific terminology	Exam	50%
10.5 Seminar/laboratory	Project	Projects' presentations and discussions	30%
	Activities in class		20%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> <li>After attending Public Relations course students should know basic elements of the public relations activity. Students should also know how to work with elements of a public relations campaign and should know how to make a PR campaign plan and how to implement that plan.</li> </ul>			

Date

September 2017

Course lecturer signature

PhD Lecturer Veronica Ioana Ilieș

Seminar assistant signature

Head of department's signature

Prof. dr. Ioan Hosu