

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 (in English and German)

2. Information about the discipline

2.1 Discipline title	STRATEGIC COMMUNICATION MANAGEMENT (UMG5208)						
2.2 Course lecturer	Lecturer Anișoara Pavelea PhD						
2.3 Seminar assistant	Lecturer Anișoara Pavelea PhD						
2.4 Year of study	1st	2.5 Semester	2nd	2.6. Evaluation type	E	2.7 Discipline type	Mandatory

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

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					35
Supplementary documentation in the library, on electronic platforms and in the field:					35
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					30
Tutorials					4
Examinations					4
Other activities:					
3.7 Total hours of individual study					108
3.8 Total hours per semester					150
3.9 Number of credits					6

4. Prerequisites (where applicable)

4.1 based on the curriculum	●
4.2 based on competences	●

5. Conditions (where applicable)

5.1 for the course	●
5.2 for the seminar/laboratory	●

6. Accumulated specific competencies

Professional competencies	<p>Knowledge and skills</p> <p>C1 In-depth understanding and use of specialized terminology, methodologies and knowledge from the field of communication sciences</p> <p>C2. Advanced use of new information and communication technologies (IT&C)</p> <p>C3 Adapting communication strategies to different types of audiences involved in communication</p> <p>C4. Monitoring customers' experience</p> <p>C5. Analyzing and planning the way a brand is positioned on the market</p> <p>C6. Collecting data through market research</p>
Transversal competencies	<ul style="list-style-type: none"> • Solve, in a realistic manner, with both theoretical and practical argumentation, common professional situations, to provide an efficient and deontological solution; • Apply efficient teamwork techniques, in a multidisciplinary team, accomplishing tasks on hierarchic levels; • Self-evaluate the need for professional training for the purpose of insertion and adaptation to the requirements of the labour market; • Follow clients' briefs, work plans and work schedules, adapt to artists' creative demands, follow technical requirements by developers and finish projects within budget; • Develop professional networks, build contacts to maintain news flow, build business relationships and use different professional communication channels; • Approach problems in a critical manner, develop creative ideas and analyse collected data on consumers and products' market.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • Designing communication strategies for different clients
7.2 Specific objectives	<ul style="list-style-type: none"> • Familiarizing with main concepts in strategic communication management • Developing practical skills for conducting research • Developing entrepreneurial skills • Understanding various concepts, situations, projects, processes etc. related to communication management • Identifying main strategic planning for PR phases and techniques • Analyzing award winning communication strategies

8. Contents

Course & seminar	Teaching methods	Observations
1. Understanding Strategic Planning for Public Relations	Video Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
2. Romanian PR awards – winning campaigns	Interactive presentation Group discussion	Students are required to read the compulsory literature indicated in the syllabus.
3. Formative research: Analysing the Organization	Interactive presentation Debate	Students are required to read the compulsory

		literature indicated in the syllabus.
4. Formative research: Analysing 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 and Implementing the Strategic Plan	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
9. Evaluative Research: Evaluating the Strategic Plan	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
10. Case study.	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:

Main handbook:

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

Optional resources:

Translated into Romanian:

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

English books:

- Alison Theacker – *The Public Relations Handbook*, Routledge, 2004
- David J. Ketchen Jr. & Donald D. Bergh - *Research Methodology in Strategy and Management*, Elsevier, 2005
- Deidre Breakenridge & Thomas J. DeLoughry - *The New PR Toolkit: Strategies for Successful Media Relations*, Prentice Hall, 2003
- Falkheimer, j. & Heide, M. (eds.). *Research Handbook on Strategic Communication*, Edward Elgar Publishing, 2022
- Kieran Knights - *Strategic Planning in Public Relations. A practical guide*, Thorogood, 2001
- Larry Percy - *Strategic Integrated Marketing Communications*, Elsevier, 2008
- Lynn R. Kahle & Chung-Hyun Kim - *Creating Images and the Psychology of Marketing Communication*, Lawrence Erlbaum Associates, Inc., 2006
- Olaf G. Rughase - *Identity and strategy: how individual visions enable the design of a market strategy that works*, Edward Elgar Publishing, Inc., 2006
- Rudolf Grunig & Richard Kuhn – *Process-based Strategic Planning*, Springer, 2006
- Erica Weintraub Austin & Bruce E. Pinkleton - *Strategic Public Relations Management. Planning and Managing Effective Communication Programs*, Routhledge, 2015
- Swann, P. – *Cases in Public Relations Management: The Rise of Social Media and Activism* (3rd. Ed). Routledge, 2019

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

- The course content is consistent with what is done in other universities in Romania. The course content is designed to enable students to understand and use strategic communication management terminology, methodology and results, in order to better understand everyday and professional communication situations.

10. Evaluation

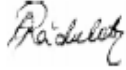
Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Assimilation of knowledge and use of basic concepts	Communication strategy	50%
10.5 Seminar/laboratory	Interview with an entrepreneur or a PR professional	Written interview analysis	20%
	Participation in weekly activities	Observation and attendance /activity Participation lists	30%
10.6 Minimum performance standard			
<input type="checkbox"/> Understanding various concepts, situations, projects, processes etc. related to communication management <input type="checkbox"/> Identifying main phases and techniques of strategic planning for PR <input type="checkbox"/> Analysing award winning communication strategies			

- Conducting interviews with entrepreneurs
- Developing a communication strategy for a client

Date

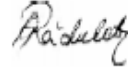
1 October 2024

Course lecturer signature
Lecturer Anișoara Pavelea



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Seminar assistant signature
Lecturer Anișoara Pavelea



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Head of department's signature
Prof. Ioan Hosu



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