

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

2. Information on the discipline

2.1. Name	Public Relations - language and practice								
2.2. Code	17.0091IF1.2-0007								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	conf.univ.dr. NICOLAE RALUCA - MARINA				raluca.nicolae@rei.ase.ro			
	S(S)	conf.univ.dr. NICOLAE RALUCA - MARINA				raluca.nicolae@rei.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	72.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	20.00
Preparation of seminars, labs, assignments, portfolios and essays	22.00
Tutorials	
Examinations	
Other activities	10.00

4. Prerequisites

4.1. of curriculum	-to have a general knowledge about communication theories
4.2. of competences	-to be able to carry out academic research

5. Conditions

for the C(C)	Rooms with internet access and multimedia equipment. Students are not allowed to use their mobile op\phones during classes Students are not to be late for class
for the S(S)	Seminars require rooms with internet access. Seminar attendance is mandatory. Assignments and other seminar task are compulsory. Plagiarism is forbidden. Students are not allowed to use their mobile op\phones during classes Students are not to be late for class

6. Acquired specific competences

PREFESSIONAL	C5	
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7. Objectives of the discipline

7.1. General objective	The course prepares students for effective and ethical public communication on behalf of contemporary organizations Students will acquire knowledge about a variety of theories and paradigms of effective public relations. Students will gain skills in the practical arts of market/audience research and analysis, campaign development, image and text design, media relations, crisis management, and communication ethics.
7.2. Specific objectives	Students will learn to develop market surveys, write news releases, produce public service announcements, conduct news conferences etc.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Defining Public Relations Ethical considerations on Public	The lectures focus on student's ability to interact, use power-point support, and access multimedia resources.	To study the bibliography.
2	The practice of Public Relations. Research in Public Relations.	idem	idem
3	Public Relations process. Communication concepts in Public Relations.	idem	idem
4	Conflict management and crisis communication. Public opinion and audiences.	idem	idem
5	Social media in Public Relations: the internet. Print media and Public Relations.	idem	idem
6	Communicating Corporate Affairs. Consumer Public Relations	idem	idem
7	International Public Relations. Public Relations in Non-profit and Education	idem	idem

Bibliography

- Alison Theaker, Public Relations Handbook, Routledge, London, 2001
- Ronald Smith, Strategic Planning for Public Relations, Lawrence Erlbaum Associates Publishers, London, 2005
- Dennis Wilcox, Public Relations. Strategies and Tactics, Pearson, 2015
- Fraser Seitel, The Practice of Public Relations (13th editions), Pearson, 2017
- Sandra Oliver, Handbook Of Corporate Communication And Public Relations, Rourledge, London, 2004
- Danny Moss (ed.), , Public Relations Cases. International Perspectives, Rourledge, London, 2002
- Joseph Zapalla et al., Public Relations Worktext, Lawrence Erlbaum Associates Publishers, London, 2004

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	What are Public Relations?	- interacting with the students -using the Power-point support -accessing the media resources	
2	Public Relations practice	idem	
3	Public Relations research	idem	
4	Public Relations using technology	idem	
5	Public Relations and crisis communication	idem	
6	Corporate social responsibilities	idem	
7	External influences on Public Relations	idem	

Bibliography

- Marie McLisky, English for Public Relations, Garnet Publishing, 2011
- Jim Dunn, Public Relations Techniques that Work, Hawksmere, London, 1999
- Doug Newson, Public Relations Writing. Form and Style, Wadsworth Publishing , 2001

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Permanent contact with representatives of professional associations in the field.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Interaction and participation: questions, comments, examples, case studies.	-the frequency and solidity of the course interaction, as well as the study of the bibliography.	10.00
10.2. S(S)	Involvement in preparing and discussing current issues Individual research and written assignment	-the study of bibliography -the frequency and solidity of the interaction during seminar coherent and correct use of the techniques and ways of carrying out individual research and written assignment.	20.00
10.3. S(S)	Project	Oral examination: the coherent and correct use of techniques and ways of presenting a team project	20.00
10.4. Final assessment	Written test	Written examination: the ability to understand, critically think and analyse reference materials.	50.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	To give a Power Point presentation according to the assignment date Written assignement To study bibliography		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,