

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 Marketing
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2023-2024

2. Information on the discipline

2.1. Name	Public Relations								
2.2. Code	23.0223IF3.2-0005								
2.3. Year of study	3	2.4. Semester	2	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	prof.univ.dr. STANCU I Alin					alin.stancu@mk.ase.ro		
	S(S)	asist.univ. MOGOȘ I OANA-CRISTINA					oana.mogos@mk.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	18.00
Additional documentation in the library, on specialized online platforms and in the field	18.00
Preparation of seminars, labs, assignments, portfolios and essays	28.00
Tutorials	2.00
Examinations	4.00
Other activities	2.00

4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	NA

5. Conditions

for the C(C)	The lecture is face to face and online and on www.online.ase.ro platform.
for the S(S)	The students have to participate on the debates of the case studies and also they have to use the online platform.

6. Acquired specific competences

PREFESSIONAL	C4	Organizing professional, scientific and cultural events that require professional and institutional communication competences in languages A, B and C (company and product/service presentations and formal events, fairs and exhibitions);
PREFESSIONAL	C8	Assisting the planning and conduct of specific promotional activities in international contexts;

7. Objectives of the discipline

7.1. General objective	<p>Deepening theoretical work on public relations.</p> <p>Acquiring the ability to understand and explain the specific concepts of public relations</p>
7.2. Specific objectives	<p>The presentation of the most important methods, techniques and tools used in public relations. The features of the communication process within public relations. Effective public relations."</p> <p>Learning the most important methods, techniques and tools used in the field of public relations Development of oral and written communication skills and teamwork Exercising the abilities to practically apply the theoretical concepts of the discipline</p>

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	1. Introductory course - The place and role of public relations in the contemporary economy 2. Techniques specific to public relations activities 3. Communication in public relations activities 4. Partial evaluation 1. Public relations programs 5. Public relations and crisis management 6. Relations with the media 7. Partial evaluation 2	lectures	
2			
<p>Bibliography</p> <p>- Serbanica D, Relatii publice, ASE, Bucuresti, 2003</p>			
8.2. S(S)		Teaching/Work methods	Recommendations for students
1	1. Introductory seminar. Case Study 2. Career in public relations 3. Presentation of the topic 1 profile article 4. Presentation of topic 2 discourse in public relations 5. Presentation of theme 3 public relations campaign 6. Case study in public relations 7. Presentation of final results / updating of topics	case study, presentations, debates,	
<p>Bibliography</p> <p>- Stancu A, Marketing si responsabilitate sociala.ed 2, ASE, Bucuresti, 2018</p> <p>- Serbanica D, Relatii publice, ASE, Bucuresti, 2003</p>			

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

The discipline is according with the requirements of employers from PR field and it is lined with other PR syllabus from other universities.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Partial evaluation	Written exam according to the evaluation methodology of the institution.	25.00
10.2. C(C)	Partial evaluation	Written exam according to the evaluation methodology of the institution.	25.00
10.3. S(S)	the quality of writing	Article	10.00
10.4. S(S)	Creativity, originality and professionalism 60% Presentation at the seminar 40%	The discourse	15.00
10.5. S(S)	Creativity, originality and professionalism 60% Presentation at the seminar 40%	Pr campaign	15.00
10.6. S(S)	Creativity, originality and professionalism 60% Presentation at the seminar 40%	Case study	10.00
10.7. Final assessment	NA	NA	
10.8. Modality of grading	Whole notes 1-10		
10.9. Minimum standard of performance	Final grade 5		

Date of listing,
06/13/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,