

Course Title : Public Relations

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 121	B	1	3	0	0	3.00	4
Lecturer and Office Hours			Alban Tartari, PhD Candidate				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			Public Relations are part of communication science. This course will reflect this important part of personal, official, political or commercial communication in our society. Public relations (PR) is one of the most important sections of economic and political world in informing, influencing and creating of general public opinion.				
Objectives			1-Providing the basic knowledge for public relations (PR) 2-Evolving PR Subsidiaries 3 Explanation of the importance of PR in our daily lives 4-Communication of students with experts of the domain 5-Awareness to establish a PR sector in Albania 6-Preparation of students for the labor market and acquaintance with this market				

Course Outline

Week	Topics
1	Introduction to Communication - What are Public Relations? Subsidiaries of communication. Place of Public Relations in communication science. Subsidiaries of public relations. (Presentation of basic books and resources of this course, the students exchange ideas on the development of the case.)
2	Psychology and sociology of communication in Public Relations - Perception of public communication, influence and effects.
3	Relations with the Media - Public Relations application in mass media (connections to radio, TV, newspapers and magazines).
4	Social Responsibility and Social Sponsorships - national and international practices. Patterns of social responsibility and how sponsorships are undertaken.
5	Communication on Internet and Social Media - The importance of online communication trends. Inevitable growth of social media. Cases Facebook, Twitter, Youtube, Google etc in communication and public relations specifically.
6	Ethics in Public Relations - To what extent is the limit of public relations? What are the rules of ethics? Is there negative PR?
7	Expression and Writing Techniques in PR - Preparation of presentations and presenting them to the public. Preparation of announcements for press. Writing of speeches.
8	Midterm Exam
9	PR in political and institutional communication -
10	The industry Public Relations and Marketing - What is the potential of this sector? Which are the areas where this sector is more active? What is the moral and financial assessment?
11	Guests - Presentations of students / Mr. Aldrin Dalipi, former spokesman of Prime Minister Nano (Topic: Political Communication in PR)
12	Guests - Presentations of students / Znj.Mimoza Koçiu, spokeswoman for President Topi (Topic: How is institutional PR developed)
13	Guests - Presentations of students / Mrs. Arlinda Çausholli, Director of Communication at Tirana Airport Partners (Web: PR in international corporations)
14	Guests - Presentations of students / Mrs. Anila Çobo, spokeswoman for the U.S. Embassy - (PR in diplomacy)
15	Visit at Altelecom and Eagle Mobile. Topic: A day out of PR of two companies!

16	Final Exam		
Prerequisites			
Textbook		<ul style="list-style-type: none"> • Marrëdhëniet Publike, Çështjet dhe Teknikat Bashkëkohore (Public Relations, gontemporary issues and techniques, Paul Baines, John Egan, Frank Jefkins). • THE GLOBAL PUBLIC RELATIONS HANDBOOK THEORY, RESEARCH, AND PRACTICE EXPANDED AND REVISED EDITION - EDITED BY KRISHNAMURTHY SRIRAMESH DEJAN VERČIČ • A Century of Spin, How Public Relations Became the Cutting Edge of Corporate Power, DAVID MILLER and WILLIAM DINAN • PR - A PERSUASIVE INDUSTRY? Spin, Public Relations, and the Shaping of the Modern Media, By Trevor Morris And Simon Goldsworthy 	
Other References		<ul style="list-style-type: none"> • http://www.marketingminefield.co.uk/public-relations/ • http://sq.wikipedia.org/wiki/Mardh%C3%ABniet_publike • http://www.scribd.com/doc/28636180/Marredhenie-me-Publikun • http://www.brighamsully.com/tips/EFFECTPR.htm 	
Laboratory Work			
Computer Usage			
Other			
Learning Outcomes and Competences			
1	This course will provide students with basic knowledge of public relations		
Course Evaluation Methods			
In-term studies		Quantity	Percentage
Midterms		1	30
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Attendance		1	20
Contribution of in-term studies to overall grade			50
Contribution of final examination to overall grade			50
Total			100
ECTS (Allocated Based on Student) Workload			
Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	2	28
Assignments	0	0	0
Midterms	1	10	10
Final examination	1	14	14
Other	0	0	0
Total Work Load			100
Total Work Load / 25 (hours)			4
ECTS			4