

**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
<b>Lecturer and Office Hours</b>			Erlis Çela, PhD				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Bachelor				
<b>Description</b>			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.				
<b>Objectives</b>			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	What is Public Relations? Main definitions and it's history. Introducing the literature and main sources of the subject. Introduction to the syllabus and evaluation methods.
2	Public relations Plan- Key elements of the plan, situation analysis, defining objectives, strategy and implementation techniques.
3	Public relation's audience- The importance of dealing with the needs and requirements for each public category, evolution of audiences.
4	Public relations and Marketing Mix - Public relations and other functions of the marketing- The importance of the coordination within the company.
5	Media relations- application of the public relations in mass communication tools. Cultivating and maintaining the relationships with media, the role of the media manager.
6	Social responsibility and Social sponsorship - Models of social responsibility and the basic principles, social responsibility benefits.
7	Image creation and management - Image, perception and reputation, image and brand power, corporate image and market study.
8	Midterm Exam
9	PR in political and institutional communication - Spin doctors, Public Relations in electoral campaigns.
10	Ethics in Public Relations - what is the limit of PR ? The cultural context of ethics.
11	Public relations and crisis management - The needed steps in crisis management?
12	Public relations and new media- Communication through internet and social media. The importance of online communication trends.
13	Choosing a Public Relations Agency- The public relations market, profiles of agencies.
14	Expression and Writing Techniques in PR - Preparing the presentations and presenting them to the public. Preparation of press releases. Writing speeches.
15	Measuring the effectiveness of Public Relations. - Importance of setting the objectives.
16	Final Exam

Prerequisites	
<b>Textbook</b>	<ul style="list-style-type: none"> <li>• Marrëdhëniet Publike, Marconi Joe , UET Press, 2010</li> <li>• Marrëdhëniet Publike, Çështjet dhe Teknikat Bashkëkohore (Public Relations, gontemporary issues and techniques, Paul Baines, John Egan, Frank Jefkins), Elsevier Butterworth-Heinemann, 2004</li> <li>• Ethics in Public Relations, Parsons, Patricia J Kogan Page Limited, 2008</li> <li>• PR - A PERSUASIVE INDUSTRY? Spin, Public Relations, and the Shaping of the Modern Media, By Trevor Morris And Simon Goldsworthy</li> <li>• Evaluating public relations: a best practice guide to public relations and evaluation, Watson, Tom; Noble, Paul, Kogan Page Limited, 2005</li> </ul>

<b>Other References</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.prsa.org/AboutPRSA/PublicRelationsDefined/#.VmAdfHarSUK">https://www.prsa.org/AboutPRSA/PublicRelationsDefined/#.VmAdfHarSUK</a></li> <li>• <a href="http://www.cjpr.co.uk/content/careers-advice/what-pr">http://www.cjpr.co.uk/content/careers-advice/what-pr</a></li> <li>• <a href="http://www.ipr.org.uk/">http://www.ipr.org.uk/</a></li> <li>• <a href="http://www.forbes.com/sites/robertwynne/2013/04/10/what-does-a-public-relations-agency-do/">http://www.forbes.com/sites/robertwynne/2013/04/10/what-does-a-public-relations-agency-do/</a></li> <li>• <a href="http://www.instituteforpr.org/about/">http://www.instituteforpr.org/about/</a></li> <li>• <a href="http://www.marketingminefield.co.uk/public-relations/">http://www.marketingminefield.co.uk/public-relations/</a></li> </ul>		
<b>Laboratory Work</b>			
<b>Computer Usage</b>			
<b>Other</b>			
<b>Learning Outcomes and Competences</b>			
<b>1</b>	This course will provide students with basic knowledge of public relations		
<b>Course Evaluation Methods</b>			
	<b>In-term studies</b>	<b>Quantity</b>	<b>Percentage</b>
	Midterms	1	20
	Quizzes	1	10
	Projects	1	10
	Term Projects	0	0
	Laboratory	0	0
	Attendance	1	10
	<b>Contribution of in-term studies to overall grade</b>		<b>50</b>
	<b>Contribution of final examination to overall grade</b>		<b>50</b>
	<b>Total</b>		<b>100</b>
<b>ECTS (Allocated Based on Student) Workload</b>			
	<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>
	Course Duration (Including the exam week : 16 x Total course hours)	16	3
	Hours for off-the-classroom study (Pre-study, practice)	14	2
	Assignments	1	0
	Midterms	1	10
	Final examination	1	14
	Other	0	0
	<b>Total Work Load</b>		<b>100</b>
	<b>Total Work Load / 25 (hours)</b>		<b>4</b>
	<b>ECTS</b>		<b>4</b>