

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 are Public Relations, definitions and elements of the Public Relations process? Presentation of the literature and basic resources of the subject, presentation of the syllabus and the evaluation criteria.						
2	History and stages of development of Public Relations. The main models of the Public Relations process.						
3	Communication and its Objectives in the perspective of Public Relations. What is public opinion, what are the attitudes and how are they influenced? Knowing the analyze and influence of public opinion.						
4	Public Relations Management. Public Relations - The key elements of the plan, situation analysis, target setting, strategy and implementation tactics.						
5	Ethics in Public Relations - To what extent is the boundary of public relations? The cultural context of ethics.						
6	Research in Public Relations. Research principles and methods used in Public Relations.						
7	Media Relations - Application of Public Relations in mass media, Cultivation and preservation of media relations, the role of media manager.						
8	Midterm Exam						
9	Public Relationships and New Media - Virtual Communication and Social Media - The importance of the online communication trend.						
10	Community Relations. Social Responsibility and Social Sponsorship - Models of Social Responsibility and Basic Principles, Benefits of Social Responsibility.						
11	Principles and Writing Techniques in Public Relations. To write for your eyes and ears. Prepare press releases, speeches and other materials needed in the work of Public Relations.						
12	Public Relations and Marketing Mix- Traditional Integrated Marketing and Changes in the 21st Century. Public relations and other marketing functions, the importance of coordination within the company.						
13	Public Relationships and Crisis Management - Necessary Steps in Crisis Management.						
14	PR in Political and Institutional Communication - Spin Doctors, Public Relations in Electoral Campaigns.						
15	Evaluating and Measuring the Effectiveness of Public Relations - The importance of setting objectives.						
16	Final Exam						
<b>Prerequisites</b>							

<b>Textbook</b>	<ul style="list-style-type: none"> <li>• The Practice of Public Relations, Thirteenth Edition, Fraser P. Seitel, Pearson Education Limited 2017</li> <li>• Corporate Communication, A Guide to Theory &amp; Practice, Joep Cornelissen, Sage Publications Ltd, 2017</li> <li>• Marrëdhëniet me publikun, Alban Tartari, Toena, 2017</li> <li>• Marrëdhëniet Publike, Marconi Joe , UET Press, 2010</li> <li>• Public Relations Case Studies from Around the World, Judy Vanslyke Turk; Jean Valin, Peter Lang Publishing, 2017</li> <li>• New Media and Public Relations, Third Edition, Sandra Duhe, Peter Lang Publishing, 2017</li> <li>• Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015</li> <li>• PR - A PERSUASIVE INDUSTRY? Spin, Public Relations, and the Shaping of the Modern Media, By Trevor Morris And Simon Golds worthy</li> <li>• Evaluating public relations: a best practice guide to public relations and evaluation, Watson, Tom; Noble, Paul, Kogan Page Limited, 2005</li> <li>• A Practical Guide to Ethics in Public Relations, Regina Luttrell; Jamie Ward, Rowman&amp; Littlefield, 2018</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.cipr.co.uk/content/careers-advice/what-pr">http://www.cipr.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>2</b>	This course will provide students with knowledge about concepts, theories and tactics of Public Relations		
<b>Course Evaluation Methods</b>			
	<b>In-term studies</b>	<b>Quantity</b>	<b>Percentage</b>
	Midterms	1	30
	Quizzes	0	0
	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>