

Course Name : Public Relations: Theory and Practice							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 414	B	Spring	2.00	2.00	0.00	3.00	6.00
Lecturer		Erlis Çela, Prof. Asoc. Dr.					
Assistant		Suela Musta, PhD					
Course language		Albanian					
Course level		Master					
Description		Public Relations; Theory and Practice is a comprehensive course that explores the principles, strategies, and techniques employed in the field of public relations. This course provides students with a solid foundation in the theoretical concepts of public relations and practical skills necessary for effective communication and reputation management. Through a combination of lectures, case studies, and interactive exercises, students will gain an in-depth understanding of the role of public relations in shaping public opinion, building relationships with stakeholders, and enhancing organizational reputation. The course emphasizes the ethical and strategic dimensions of public relations, equipping students with the knowledge and skills to navigate the ever-evolving landscape of communication in the modern world					
Objectives		Understand the theoretical foundations of public relations and their practical application in real-world scenarios. Analyze the role of public relations in shaping organizational communication strategies and its impact on reputation management. Develop critical thinking skills to assess and address complex public relations challenges and opportunities. Gain knowledge of effective strategies for media relations, crisis communication, and social media management. Acquire proficiency in crafting persuasive messages and communication materials tailored to diverse target audiences. Explore the ethical considerations and responsibilities involved in the practice of public relations. Evaluate successful public relations campaigns and practices from various industries, identifying key factors for their effectiveness. Apply theoretical concepts and practical skills through hands-on exercises, group projects, and case studies. Enhance interpersonal and professional communication skills necessary for building and maintaining relationships with stakeholders. Develop strategic thinking abilities to align public relations efforts with organizational goals and objectives. Demonstrate an understanding of the evolving digital landscape and its impact on public relations practices. Foster a reflective and ethical approach to public relations practice, considering the social and cultural implications of communication strategies.					
Core Concepts		1. Public Relations 2. Public Opinion 3. Image management 4. Corporate communication 5. Persuasive communication 6. Corporate social responsibility 7. Propaganda					
Course Outline							
Week	Topic						
1	Familiarization with theoretical and practical concepts of public relations. Why is the study of public relations theories important? Examination of the role and functions of public relations within organizations, emphasizing how they contribute to reputation management, stakeholder engagement, and effective communication. The importance of ethical practices and adherence to professional standards in public relations, highlighting the ethical responsibilities and considerations that professionals in this field should uphold. Presentation of literature and basic course resources, presentation of the syllabus, and assessment methods.						

2	Theories and Models of Communication. In this topic, students are introduced to perspectives on theoretical approaches that are applicable to public relations. They explore the principles of persuasion and influence in communication, understanding how messages can shape public opinion and attitudes. Audience analysis and segmentation techniques are examined to undertake better communication efforts. By studying communication theories and models, students gain insights into effective strategies for conveying messages and engaging with diverse audiences.
3	Contributions of Media Theories in the Field of Public Relations. Media effects theories are a group of theories that suggest that news and entertaining content create certain effects on audience attitudes. There are many media effects theories, but agenda-setting and framing are two closely related to public relations. Agenda-setting theory and framing theory. Media framing has the potential to shape public discourse and debates. Framing theory forms the basis for two of the most cited PR theories: Benoit's Image Restoration Theory and Situational Crisis Communications Theory.
4	Dialogue Theory in Public Relations. Dialogue, more than any other theory, is the theory closest to ideal interpersonal communication. Dialogic exchanges are applied as private conversations that are not undertaken to persuade someone to do something for someone else or for the organization. To fully understand dialogue, this lesson focuses on three areas: reviewing the key features of dialogue theory, summarizing different approaches to studying dialogic relationships with the public, and reviewing practical approaches to understanding dialogue.
5	Theories Applied in Public Relations. Communication Theory for Health Issues as part of public relations strategies. The most common research methods used to test dominant theories of health communication rely on short-term effects, such as perceived behavioral intention. The theories included in the analysis are Social Learning Theory/Social Cognitive Theory (SLT/SCT), Health Belief Model (HBM), Theory of Planned Behavior/Theory of Reasoned Action (TPB/TRA).
6	Theoretical Perspective on Ethics in Public Relations. Ethics in public relations has always been a challenging field. Assessing the theoretical development of ethics in PR requires understanding the terminology related to moral philosophy. There are three broad areas of research in moral philosophy: metaethics, normative ethics, and applied ethics.
7	The Contributions of Rhetoric in the Field of Public Relations. The key to successful rhetoric is the analysis and interpretation of the audience. Audience research is one of the pillars of effective public relations and strategic communication.
8	Midterm Exam
9	Strategic Planning in Public Relations. This topic focuses on the strategic aspect of public relations. Students learn the importance of setting clear objectives that align with organizational missions. They conduct situation analysis and research to understand the internal and external factors that can impact public relations efforts. The topic also covers the development of effective communication strategies and tactics, equipping students with the skills to create compelling campaigns and messages that achieve desired outcomes.
10	Communication during Crises and Issue Management. This topic explores the critical field of communication during crises and issue management. Students learn how to identify and manage potential crises, developing crisis communication plans and response strategies. They understand the importance of timely and transparent communication during crises, as well as techniques for reputation repair and recovery. By studying this topic, students gain the skills to navigate challenging situations and effectively protect the reputation of organizations.
11	Digital Media and Social Media in Public Relations. This topic focuses on the role of digital media and social media in public relations. Students explore various social media platforms and understand their impact on communication and reputation management. They learn how to develop engaging campaigns on social media and create relevant content. Additionally, students gain insights into monitoring and managing online reputation, enabling them to effectively respond to online conversations and maintain a positive digital presence.
12	Stakeholder Engagement and Relationship Management. This topic highlights the importance of identifying and prioritizing stakeholders in public relations. Students learn how to build and maintain relationships with stakeholders, using effective communication strategies and techniques. They explore approaches to engage stakeholders and foster positive relationships based on mutual understanding and trust. By studying this topic, students develop skills to navigate complex stakeholder landscapes and ensure organizational success.

13	Evaluation and Measurement of Effectiveness in Public Relations. This topic focuses on evaluating the effectiveness of public relations campaigns. Students learn techniques for measuring impact and return on investment, allowing them to assess the success of their efforts. They explore the use of data and analytics to inform decision-making in public relations. By understanding evaluation and measurement practices, students gain insights into continuously improving and adapting their strategies for optimal results.
14	The Science of Persuasion. Persuasion involves one or more individuals engaged in the activity of creating, reinforcing, modifying, or extinguishing beliefs, attitudes, intentions, motives, and/or behaviors within the constraints of a particular communication context. The definition emphasizes persuasion as an activity or process; it is something people do. The definition includes the notion that in face-to-face encounters, persuasion is a two-way street. The Elaboration Likelihood Model.
15	Presentation of Final Projects.
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Public Relations Theory III In the Age of Publics, Edited by Carl H. Botan and Erich J. Sommerfeldt, 2023 by Routledge
References	
Course Outcome	
1	Understand the theoretical foundations of public relations and their practical application in real-world scenarios.
2	Analyze the role of public relations in shaping organizational communication strategies and its impact on reputation management.
3	Evaluate successful public relations campaigns and practices from various industries, identifying key factors for their effectiveness.
4	Foster a reflective and ethical approach to public relations practice, considering the social and cultural implications of communication strategies.
5	Develop strategic thinking abilities to align public relations efforts with organizational goals and objectives.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	40	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	0	0	0
Midterms	1	10	10
Final Exam	1	20	20
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00