

Course Name : Writing Techniques for Public Relations							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 503	C	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Suela Musta, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		Public relations is part of the communication sciences. The main definitions present it as an important management function in the organization, to build sustainable relationships with actors and groups of interest on which is depended the success of the organization. This course will reflect this important part of personal, official, political or corporate communication in our society. Public Relations (PR) is one of the most important sectors of the economic and political world in informing, influencing and creating the general public opinion. This course summarizes the main approaches in the field of public relations, as well as analyzes the definitions, functions and stages of development of this field. This course will provide students with basic knowledge of public relations. Students will also gain knowledge on the role of public relations in integrated communication, public relations applications in various fields such as corporate communication, marketing, political communication and social responsibility. On the other hand students will be able to conceive and design a Public Relations plan.					
Objectives		Providing basic knowledge of public relations (PR) 2-Elaboration of concepts and key approaches in the field of PR and equipping with skills to apply these concepts in practice 3-Training students in devising the strategy and the plan of public relations. 4-Equipping with knowledge on the role of public relations in integrated communication, public relations applications in various fields, such as corporate communication, marketing, political communication and social responsibility					
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	What is the role of Public Relations, how does this role work in creating, maintaining or changing the public image? What are the main definitions of Public Relations, and where do the approaches of different authors in this regard differ. Key concepts of definitions, public relations as a continuous planned communication process, in the interest of the public and the organization. Presentation of the literature and basic resources of the course, introduction of the syllabus and the way of evaluation. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017, p.55-74, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 23-39.						
2	Examining the historical stages through which has passed the development of public relations as a sector and as a profession. Early Period, Middle Ages, Period of Colonial America, 1800s: The Golden Age of Press Agencies, 1900 - 1950: The Pioneer Period of Public Relations, 1950-2000: Public Relations in Maturity and the Post-Period after 2000s, PR in the digital age. Acquaintance with the pioneers of this field of study. The main models of the Public Relations process.Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p.31-50), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, p 65-90, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 23-34).						

3	Communication and its objectives in the perspective of Public Relations. What is public opinion, what are attitudes and how are they influenced? Familiarity with the main theories of communication and the role of communication in Public Relations. To know, analyze and influence public opinion. Definition of public opinion according to Joseph Kraft and Edward Bernays. Why is public opinion important to organizations? What are attitudes and how can attitudes be influenced? Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p.76-110), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, p 245-267
4	Public Relations Management. Public relations as a social, managerial and planned science with persuasive intentions. The best public relations programs can be measured in terms of achieving results in building relationships with the stakeholders on which the organization depends. The importance of public relations people for senior management depends a lot on the contribution they make to the management process of the organization. Public Relations Plan - Key elements of the plan, situation analysis, goal setting, strategy and implementation tactics. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 fq.112-135), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, fq 274-285, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 fq. 207-217). Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p 25-36
5	Ethics in Public Relations. Basic concepts of ethics, moral, and traditional approaches to ethics .. To which point is the limit of public relations? The cultural context of ethics. Basics of defining ethics, codes of ethics in business, ethics and values, elements of ethics in public relations. Analyzing the role of professional organizations in the observance of ethical norms by public relations professionals. Familiarity with the concept of "non-conformity" and "the role of the lawyer" in the context of ethical challenges faced by PR professionals nowadays. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 fq.136-155), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, fq 97-118, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 286-294). Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p 179-193
6	Research in Public Relations. Research principles and methods used in PR. Research is the starting point for any public relations project. Research is the first step in planning PR in a political campaign as well as in a PR campaign related to promoting a new product. The research is the first stage in devising a strategy to address a communication crisis. Research is the basis on which a program initiative should be based. Familiarity with the technique of surveys and concepts such as sampling, questionnaire, interviews and analysis of results. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p.179-199), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, p 150-168, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 55-62.
7	Media Relations - Principles of media relations management. Acquaintance with the changes that have taken place in information technology and the consequences for traditional media. Before social media, PR aimed at one main thing: third party endorsement, usually a journalist or a certain media outlet, to report favorably to the client. The importance of guaranteeing the approval of a media / journalist, "third party endorsement." Acquaintance with media typologies from a public relations perspective; Paid media, Owned media, Earned media. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 fq.202-228), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, fq 339-400, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 125-160. Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p 147-165
8	Mid-term exam
9	Public Relations and New Media - Internet Communication and Social Media - The Importance of the Online Communication Trend. The Internet and technological developments have dramatically changed communication. The public is increasingly turning to the internet and social media to search for information. Consequently PR must follow the pace adapting to the new world if it still wants to maintain the communicative role between the public and the organization. Acquaintance with the advantages and challenges that social media brings to the PR profession. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 fq.230-252), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, p 357-386, Alban Tartari "Marrëdhëniet me Publikun", Botimet Toena, 2017 p. 125-160. Sandra Duhe, New Media and Public Relations, Third Edition, Peter Lang Publishing, 2017, 11-56.

10	Community Relations. Social Responsibility and Social Sponsorships - Social Responsibility Models and Basic Principles, Benefits of Social Responsibility. The concept of "corporate social responsibility" (CSR) - "Return / Donation" to the community and to the whole society, through volunteering and financial support, is a phenomenon already widespread throughout the world. Principles of Social Responsibility initiatives. The principles of Organization / Corporate Social Responsibility initiatives are based on two pillars: 1. Respect for ethical values, people, community and environment. 2. Business is not separate from the rest of society, it is interdependent from society. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p. 299-312), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, fq 91-92, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 160-164 Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p. 167-178
11	Principles and techniques of writing in Public Relations. Writing for eyes and ears. Preparation of press release, speeches and other materials needed in the work of the PR. The importance of writing in public relations. Rudolf Flesch's formula for readability. The use of contractions such as "it's" and "doesn't". 2. When referring back to a noun, repeat the noun or use a pronoun. Don't create eloquent substitutions.. 3. Use brief and clear sentences. 4. Cover only one item per paragraph.. 5. Use the language the reader understands. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 fq.339-360), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, fq 391-395, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 127-129. Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p. 61-68
12	Public Relations and Marketing Mix- Traditional integrated marketing and change in the 21st century. Public relations and other marketing functions, the importance of coordination inside the company. What is the difference between marketing, advertising and public relations? Public relations is the marketing of an organization and the use of third party endorsement to transmit information about the products and practices of that organization. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p.364-380, Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p 47-59
13	Public Relations and Crisis Management - Necessary steps in crisis management. Crisis management is a special field in PR which requires managerial skills in prevention, preparation and action. It is important that crisis management is done with the right speed. Communication crisis management has become more difficult due to the speed of modern communication. Approach according to Howard Chase in situation management. Elements and stages involved in crisis management in public relations. The main principle of communication in crisis management. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p.385-400), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, p 274-300, Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p. 209-216
14	PR in political and institutional communication - Spin doctors, Public Relations in election campaigns. The role of public relations in political communication. The concept of propaganda and the role of PR experts in informing the public. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 p.276-286), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, p. 519-536, Alban Tartari "Marrëdhëniet me Publikun", Toena Publications, 2017 p. 79-111. Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, p 61-68
15	Evaluating and Measuring the Effectiveness of Public Relations- The Importance of Setting Objectives. Key approaches to evaluating the effectiveness of public relations strategies and campaigns. Evaluation is the measurement of results in comparison with the objectives set out in the communication plan. The most basic form of measuring results is the tabulation of the number of publications, news, brochures, annual reports, which are distributed within a year by an office or public relations agency. Measuring results gives management a clearer idea of the productivity, performance of a PR staff, and how budgets are spent. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 fq.339-360), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, fq 223-242, Joe Marconi, "Marrëdhëniet Publike", UET Press, 2010, fq 217-229
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Introduction to Strategic Public Relations, Digital, Global, and Socially Responsible Communication, Janis Teruggi Page; Lawrence J. Parnell, by SAGE Publications, Inc, 2019 • Exploring Public Relations, Global Strategic Communication, Fourth edition, Ralph Tench; Liz Yeomans, Pearson Education Limited, 2017 • The Practice of Public Relations, Thirteenth Edition, Fraser P. Seitel, Pearson Education Limited 2017 • Corporate Communication, A Guide to Theory & Practice, Joep Cornelissen, Sage Publications Ltd, 2017 • Marrëdhëniet me publikun, Alban Tartari, Toena, 2017 • Marrëdhëniet Publike, Marconi Joe , UET Press, 2010 • Public Relations Case Studies from Around the World, Judy Vanslyke Turk; Jean Valin, Peter Lang Publishing, 2017 • New Media and Public Relations, Third Edition, Sandra Duhe, Peter Lang Publishing, 2017 • Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015 • PR – A PERSUASIVE INDUSTRY? Spin, Public Relations, and the Shaping of the Modern Media, By Trevor Morris And Simon Golds worthy • A Practical Guide to Ethics in Public Relations, Regina Luttrell; Jamie Ward, Rowman& Littlefield, 2018
References	
Course Outcome	
1	This course will provide students with basic knowledge of public relations.
2	Students will acquire knowledge on the role of public relations in integrated communication
3	Students will be able to devise and design a Public Relations plan
4	At the end of the course students will be able to understand the application of key concepts of public relations in different sectors of society
5	Students will be able to understand the importance of corporate social responsibility for the image of the organization

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	20	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			60
Final exam percent			40
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	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	1	6	6
Midterms	1	6	6
Final Exam	1	6	6
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00