

Course Name : Public Relations							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 113	A	Fall	2.00	1.00	0.00	3.00	4.00
Lecturer Erlis Çela, Prof. Asoc. Dr.							
Assistant Fatjeta Resulmemaj, Msc							
Course language Albanian							
Course level Bachelor							
Description Public relations is a crucial aspect of communication sciences. It involves building long-lasting relationships with stakeholders and interest groups, which are essential for the success of an organization. This course aims to highlight the importance of public relations in personal, official, political, and corporate communication in our society. Public Relations (PR) is a significant sector in shaping public opinion and influencing economic and political decisions. This course provides an overview of the main approaches, definitions, functions, and stages of development of public relations. It equips students with fundamental knowledge of public relations, its role in integrated communication, and its applications in various fields such as corporate communication, marketing, political communication, and social responsibility. Additionally, students will learn how 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 Propaganda Public Relations Public Opinion Image management Corporate communication Persuasive communication Corporate social responsibility Propaganda							
Course Outline							
Week	Topic						
1	In this lesson, students will explore the role of Public Relations and how it impacts the public image of an organization. They will learn about the different definitions of Public Relations and how they vary among various authors. The lesson will focus on the continuous planned communication process of Public Relations that serves the interests of both the public and the organization. Additionally, students will have access to the literature and basic resources of the course syllabus. 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	In this lesson, students will examine the historical stages of the development of public relations as a sector and profession. The different periods covered include the Early Period, Middle Ages, the Period of Colonial America, the 1800s Golden Age of Press Agencies, the Pioneer Period of Public Relations from 1900-1950, Public Relations in Maturity from 1950-2000, the Post-Period after the 2000s, and PR in the digital age. The lesson will also introduce students to the pioneers of this field of study, as well as 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	<p>In this lesson, students will learn about communication and its objectives from the perspective of Public Relations. They will explore questions such as "What is public opinion?" and "What are attitudes and how are they influenced?" The lesson will also cover the main theories of communication and the role of communication in Public Relations. Students will learn about the definition of public opinion according to Joseph Kraft and Edward Bernays, why public opinion is important to organizations and how attitudes can 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</p>
4	<p>In this lesson, we will delve into the realm of Public Relations Management - a science that combines social, managerial, and strategic approaches to achieve persuasive goals. The effectiveness of public relations programs can be gauged by the strength of the relationships they foster with stakeholders who are vital to the organization's success. The level of involvement that public relations personnel have in the management process of the organization plays a crucial role in determining their impact on senior management. Key components of a Public Relations Plan include conducting a situation analysis, setting goals, developing a strategy, and implementing 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</p>
5	<p>This lesson will delve into the importance of ethics in Public Relations. Students will gain an understanding of basic ethical concepts, such as morality and traditional approaches to ethics. The focus of the lesson will be on comprehension of the limits of public relations, the cultural context of ethics, and the fundamentals of defining ethics. Additionally, the class will cover codes of ethics in business, ethics and values, and the key elements of ethics in public relations. Students will analyze the role of professional organizations in maintaining ethical standards among public relations professionals. They will also become familiar with the concept of "non-conformity" and understand the role of a lawyer in addressing ethical challenges faced by PR professionals today. 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</p>
6	<p>In this lesson, we will delve into the important topic of research in Public Relations. Our focus will be on the fundamental principles and methodologies employed in PR research, and how research acts as the cornerstone of any successful public relations endeavor. Whether it is a political campaign or a product launch, thorough research is the initial step in planning a comprehensive PR campaign. Additionally, research plays a crucial role in developing a communication crisis management strategy and building a program initiative. Throughout the lesson, we will explore various research techniques, including surveys, sampling, questionnaires, 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</p>
7	<p>In this lesson, we will be focusing on media relations and the principles of managing media relations. We will be exploring the changes that have occurred in information technology and the impact on traditional media. Prior to the rise of social media, the primary goal of public relations was to obtain third-party endorsement, usually from a journalist or media outlet, in order to receive favorable reporting for clients. We will also be analyzing media typologies from a public relations perspective such as Paid media, Owned media, and 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</p>
8	Midterm Exam

9	<p>In this lesson, we will focus on the topic of Public Relations and New Media. As part of the lesson, the students will have the opportunity to explore the crucial role that the Internet and Social Media play in public relations. The lesson will analyze how the Internet and technological advancements have transformed communication, not only in general but also in the field of public relations. Nowadays, people are increasingly relying on the internet and social media platforms to search for information. Therefore, PR professionals must adapt to these changes to keep up with the pace and maintain communication between the public and the organization. During this lesson, we will discuss the advantages and challenges of social media for 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.</p>
10	<p>In this lesson, we will explore the significance of fostering constructive relationships with the community, upholding corporate social responsibility, and engaging in social sponsorships. The course will encompass an overview of the diverse models of social responsibility, their foundational principles, and the advantages of implementing them. Additionally, we will delve into the notion of "corporate social responsibility" (CSR), which is centered on contributing to the betterment of the community and society at large through volunteering and monetary aid. Lastly, we will examine the principles underpinning social responsibility initiatives. 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</p>
11	<p>This topic will cover the principles and techniques of writing in Public Relations. You will learn about the differences between writing for print and broadcast media, as well as the preparation of press releases, speeches, and other materials that are necessary for PR work. Writing plays a crucial role in the field of public relations, and we will discuss its importance. Finally, we will go over Rudolf Flesch's formula for readability, which will help you improve your writing skills. 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</p>
12	<p>In this topic, we will be discussing Public Relations and Marketing Mix and their importance in the 21st century. We will explore traditional integrated marketing and the ways in which it has evolved. Additionally, we will examine the relationship between public relations and other marketing functions and the crucial role of coordination within a company. In our discussions, we will also address the question of what sets marketing, advertising, and public relations apart from one another. Essentially, public relations involves promoting an organization by utilizing third-party endorsement to convey information about its products and practices. 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</p>
13	<p>This topic will cover the important aspects of Public Relations and Crisis Management. Crisis management is a specialized field of PR that requires managerial skills in prevention, preparation, and action. It is crucial to handle a crisis with the right speed and approach, especially in today's fast-paced communication environment. In crisis management, it is important to follow Howard Chase's approach to situation management and understand the various elements and stages involved. The main principle of communication in crisis management is to maintain transparency and accuracy in all communication. 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</p>
14	<p>In this lesson, we will focus on the field of public relations within the context of political and institutional communication. Students will examine the role of Spin doctors and engage in a discussion on the significance of Public Relations in electoral campaigns. The function of public relations specialists in disseminating information to 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</p>

15	In this lesson, we will focus on assessing and quantifying the efficacy of public relations. Students will examine the significance of establishing goals and discuss fundamental methods for assessing the efficacy of public relations tactics and campaigns. Evaluation is assessing the outcomes achieved in relation to the goals outlined in the communication plan. The fundamental method of assessing outcomes involves calculating the quantity of publications, news articles, brochures, and yearly reports disseminated by an office or public relations agency over a period of a year. Quantifying outcomes provides management with a more clear understanding of the efficiency, effectiveness of a public relations team, and the optimal use of financial resources. Fraser P. Seitel, "The Practice of Public Relations", Thirteenth Edition, Pearson Education Limited 2017 (p.339-360), Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, "Public Relations. Strategies and Tactics", Pearson, 2015, pp 223-242, Joe Marconi, "Marrëdhëniet Publike" , UET Press, 2010, pp 217-229
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • The Practice of Public Relations, Thirteenth Edition, Fraser P. Seitel, Pearson Education Limited 2017 • Introduction to Strategic Public Relations, Digital, Global, and Socially Responsible Communication, Janis Teruggi Page; Lawrence J. Parnell, by SAGE Publications, Inc, 2019 • New Media and Public Relations, Third Edition, Sandra Duhe, Peter Lang Publishing, 2017 • A Practical Guide to Ethics in Public Relations, Regina Luttrell; Jamie Ward, Rowman& Littlefield, 2018 • Marrëdhëniet me publikun, Alban Tartari, Toena, 2017
References	<ul style="list-style-type: none"> • https://www.prsa.org/AboutPRSA/PublicRelationsDefined/#.VmAdfHarSUK • http://www.cipr.co.uk/content/careers-advice/what-pr • http://www.ipr.org.uk/
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	10	
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	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	0	0
Midterms	1	0	0
Final Exam	1	15	15
Other	0	0	0
Total Work Load			105
Total Work Load / 25 (hours)			4.20
ECTS			4.00