



COURSE OUTLINE

1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Management, Marketing and Business Administration
1.4 Field of study	Business Administration
1.5 Cycle of study	Bachelor
1.6 Study program / Qualification	Business Administration

2. Information about the course

2.1 Course title		Public Relations					
2.2 Course coordinator		Professor Adriana Zait, PhD					
2.3 Seminar coordinator		Drd Mara Matcu					
2.4 Year of study	3	2.5 Semester	1	2.6 Type of evaluation*	E	2.7 Course status**	O

* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	3	out of which: 3.2 course	2	3.3 seminar / laboratory	2
3.4 Total number of hours per semester	42	out of which: 3.5 course	28	3.6 seminar / laboratory	28
Time allocation					h
Study based on course book, course materials, bibliography and other					35
Supplementary study in the library, on electronic platforms and on the field					32
Preparing seminars/laboratories, assignments, papers, portfolios and essays					35
Tutorship					4
Examination					2
Other activities					
3.7 Total hours of individual study					108
3.8 Total hours per semester					150

**3.9** Number of credits**5****4. Prerequisites** (if applicable)

4.1 Referring to curriculum	Not necessary
4.2 Referring to competences	Not necessary

5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary

**6. Specific competences accumulated**

Professional competences	<p>C1 – Gathering, processing and analyzing information about external environment – firm/organization interaction (1.5 credits)</p> <p>C2 – Assistance for administration of the entire firm/organization (2 credits)</p> <p>C3 – Administration of the activity of a subdivision within the structure of the firm/organization (1 credit)</p>
Transversal competences	<p>CT2 – Identifying roles and responsibilities within a multi-specialized team and applying relational techniques and efficient work techniques within the team (0.5 credits)</p>

7. Course objectives (based on specific competencies accumulated)

7.1 General objective	<p>Enable students to acquire solid PR theoretical knowledge, to develop the ability to apply the theory into practice, and the ability to observe, analyze, interpret and offer motivated solutions to a company PR and image issues.</p>
7.2 Specific objectives	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Understand and use the basic notions in the field of public relations, corresponding to the following specialized competencies that students will acquire: <p><u>Cognitive competencies (knowledge)</u>: to develop learning abilities in the field of PR and to acquire the specific theoretical knowledge (see chapters)</p> <p><u>Functional competencies</u> (abilities and competencies: applying knowledge to a particular context) – ability to put into practice the acquired theoretical knowledge – create a press release, news release, feature, press file, organization of a press conference, crisis communication, management of mass-media relations, giving a press interview, conceiving a PR campaign, evaluating the efficiency of a PR action</p> <p><u>Personal competencies</u> – ability to put into practice the acquired theoretical knowledge – create a press release, news release, feature, press file, organization of a press conference, crisis communication, management of mass-media relations, giving a press interview, conceiving a PR campaign, evaluating the efficiency of a PR action</p> <p><u>General competencies</u> - honesty in communication, initiative, adaptability, flexibility, decision taking for crisis</p>

8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	Concept, characteristics and models of PR	Interactive course, heuristic conversation	2 hours CR1 and OR



2.	Targets and shareholders in PR	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
3.	PR main instruments and documents – press release, press file, press conference	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
4.	PR interviews	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
5.	PR crisis communication	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
6.	PR campaign and evaluation	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
7.	Midterm test and feed-back	Feed-back	2 hours CR1 and OR

Bibliography**Compulsory reading:**

CR1 : Seitel FRASER – The Practice of Public Relations, 14th Edition, 2019 (available as ebook) or Eleventh Edition, Pearson Education, 2011 (ISBN 10: 0-13-705831-4, ISBN 13: 978-0-13-705831-0), available at the library.

Optional reading: OR - recent (2020-2023) articles brought at course or sent by mail

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-14	Read and discuss case studies. Work on applications – interviews, writing techniques for PR, press releases, press files, identity manual, PR brochures, crisis communication plan and strategies, PR evaluation indicators	Conversation, case study method, individual and team work, presentations, feed-back	2 hours (case studies from the course book and from the Romanian market)

Bibliography**Compulsory reading:**

CR1 : Seitel FRASER – The Practice of Public Relations, 14th Edition, 2019 (available as ebook) or Eleventh Edition, Pearson Education, 2011 (ISBN 10: 0-13-705831-4, ISBN 13: 978-0-13-705831-0), available at the Library.

Optional reading: OR - recent (2020-2023) articles brought at course or sent by mail

9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program



On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	midterm test and final exam	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	reading and discussing case studies; preparing and presenting a project	50
10.6 Minimal performance standard			
Student reads recommended case studies and actively discusses them. Writes and presents the project. Knows and defines basic notions in the field.			

Date

26 september 2023

Course coordinator

Professor **Adriana ZAIȚ**, Ph.D.

Seminar coordinator

Drd Mara Matcu

Date of approval in the department
27 september 2023Head of department
Professor **Andrei NESTIAN**, PhD