

## **Public Relations (1<sup>st</sup> semester)**

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| <b>Level:</b>             | Graduate                               |
| <b>Course offered by:</b> | Department of Applied Modern Languages |
| <b>Type of course:</b>    | Lectures                               |
| <b>Duration:</b>          | 14 weeks, 2 hours a week               |
| <b>Prerequisites:</b>     | none                                   |
| <b>Evaluation:</b>        | Oral exam – 50% Class activity – 50%   |
| <b>ECTS credits:</b>      | 5                                      |

### **Aim of the Course:**

To make students familiar with basic PR concepts and strategies, and with the ways in which they work in real life professional situations. Develop students' skills in implementing these principles.

### **Main Topics:**

What are public relations ? - definitions, defining traits. History ("avant la lettre", the advent of PR, in the USA, after 1945, after 1990). Targets (real, potential). The public opinion and opinion leaders. The public image – elements, external manifestations. Image strategies. PR objectives (notoriety, brand image, dissemination and recognition of merits). PR – advertising. PR – propaganda. Internal PR (internal audiences, methods and forms of action). External PR (external audiences, methods and forms of action)

### **Literature:**

Pop, Doru, Introducere în teoria relațiilor publice, Cluj-Napoca, Ed. Dacia, 2000.  
Șerb, S., Relații publice și comunicare, București, Ed. Teora, 1999.  
Stanciu, V., Stoica M., Stoica, A., Relațiile publice - succes și credibilitate, București, Ed. Concept, 1997, pp. 53-96.  
Chaumely, J., Huisman, D. Les relations publiques, Paris, PUF, 1992, pp.3-27.  
Lahanque, S., Solatges, F. Les relations publiques – guide pratique, Paris, Ed. d'organisations, 1991.  
Baldrige, L., Codul manierelor în afaceri, București, Ed. Știință și tehnică SA, f.a.,  
C.Caluschi, C., Relații publice moderne, Editura Nord-Est, Iași, 1998, 126 p.  
R.Haywood, All about public relations, McGraw-Hill, 1984.