

Public Relations (2nd semester)

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

Aim of the Course:

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:

PR instruments : a. direct communication, points of contact, reception techniques; b. media instruments (press releases, press files, radio-TV features); c. outside the media (events): fair, salon, forum, receptions. Patronage and sponsorship. Romanian legislation concerning sponsorship. Crisis communication. The management of a PR campaign. Research and planning in PR.

Literature:

Coman, Cristina, Relațiile publice și mass-media, Polirom, Iași, 2000, pag.5-202
Pop, Doru, Introducere în teoria relațiilor publice, Cluj-Napoca, Ed. Dacia, 2000.
Șerb, S., Relații publice și comunicare, București, Ed. Teora, 1999.
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.
C.Caluschi, C., Relații publice moderne, Editura Nord-Est, Iași, 1998, 126 p.
R.Haywood, All about public relations, McGraw-Hill, 1984
*** Legislația sponsorizării în România(Legea nr.32/1994 și Ordonanța nr.36/30.01.1998) și dispoziții din Codul fiscal