

TUTORIAL COURSE FORM – 2019-2020 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	PUBLIC RELATION IN BUSINESS
Professor	Name: NICOLETA DOSPINESCU Office: B604 Email: dnicole@uaic.ro
Semester in which the tutorial course is available	First Semester
No. of ECTS credits	5 Credits
Level of study	Undergraduate Studies, Postgraduate Studies
Short description/Contents	COR public relations jobs, functions, roles Activities and tools of public relations. Their adaptation to different types of stakeholders PR effective communication models. Media channels Drafting style of public relations materials Methods of communication with journalists The public discourse. Argumentation skills The public relations campaign Techniques for creating PR events Public relations strategies in situations of organizational crisis Lobby Codes of ethics and professional deontology
Assessment	Final mark = 50%*first project+ 50% * second project
Bibliography	1. James E. Grunig, Todd Hunt , “Managing Public Relations”, Holt, Rinehart and Winston 2. Public Relations Writing: Form & Style, Doug Newsom, Jim Haynes, Wadsworth Cengage Learning, 2014 3. Wally Olins: The Brand Handbook, Thames & Hudson, 2008 4. Naomi Klein, No Logo, Picador, 2002 5. David A. Aaker, Managing Brand Equity, The Free Press, 2009 6. Glenn Bowdin, Events Management, Elsevier, LTD, 2011
Observations	Each project will be evaluated in both printed and public presentation available formats. Until the final form of the projects, there can be meetings and discussions on the established theme.

