

**TUTORIAL COURSE FORM**

**2023-2024 ACADEMIC YEAR**

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	<b>PUBLIC RELATION IN BUSINESS</b>
<b>Name of the professor</b>	<b>NICOLETA DOSPINESCU</b>
<b>Email of the professor</b>	<b>dnicole@uaic.ro</b>
<b>Office of the professor Consultation hours</b>	<b>B604</b>
<b>Semester(s) in which the tutorial course is available</b>	<b>FIRST SEMESTER</b>
<b>No. of ECTS credits</b>	<b>5 ECTS credits</b>
<b>Level of study (bachelor/master/PhD)</b>	<b>Bachelor/ Master</b>
<b>Short description/Contents</b>	<p>The course content information about:</p> <ul style="list-style-type: none"> <li>* Activities and tools of public relations and how to adapt them to different types of stakeholders</li> <li>*PR effective communication models and the connection with MM and SM channels.</li> <li>*Drafting style of public relations materials</li> <li>*Methods of communication with journalists</li> <li>*The public discourse. Argumentation skills</li> <li>*The public relations campaign</li> <li>*Techniques for creating PR events</li> <li>*Public relations strategies</li> <li>*Codes of ethics and professional deontology</li> </ul>
<b>Assessment/Evaluation</b>	<p>Final mark = 50%*evaluation first project + 50% * evaluation second project</p> <p><b><i>Minimum performance standard : Average minim 5.00 for the two projects</i></b></p>
<b>Bibliography</b>	<p>. <a href="#">James E. Grunig</a>, <a href="#">Todd Hunt</a>, "Managing Public Relations", Holt, Rinehart and Winston</p> <p>2. Public Relations Writing: Form &amp; Style, Doug Newsom, Jim Haynes, Wadsworth Cengage Learning, 2014</p> <p>3. Naomi Klein, No Logo, Picador, 2002</p> <p>4. David A. Aaker, Managing Brand Equity, The Free Press, 2009</p> <p>5. Glenn Bowdin, Events Management, Elsevier, LTD, 2011</p> <p>6. Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks, CA: Sage, 2005</p>

