



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

TUTORIAL COURSE FORM

2025-2026 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	PUBLIC RELATIONS IN BUSINESS
Name of the professor	NICOLETA DOSPINESCU
Email of the professor	dnicole@uaic.ro
Office of the professor Consultation hours	B604
Semester(s) in which the tutorial course is available	FIRST SEMESTER
No. of ECTS credits	5 ECTS credits
Level of study (bachelor/master/PhD)	Bachelor/ Master
Short description/Contents	The course content information about: * Activities and tools of public relations and how to adapt them to different types of stakeholders *PR effective communication models and the connection with MM and SM channels. *Drafting style of public relations materials *Methods of communication with journalists *The public relations campaign *Techniques for creating PR events *Public relations strategies *Codes of ethics and professional deontology
Assessment/Evaluation	Final mark = 50%*evaluation first project + 50% * evaluation second project Minimum performance standard : Average minim 5.00 for the two projects
Bibliography	1. James E. Grunig, Todd Hunt, “Managing Public Relations”, 2. Doug Newsom,Jim Haynes, Public Relations Writing: Form & Style, , Wadsworth Cengage Learning, 2014 3. Elena Pearson, Public Relations for Small Businesses and Startups: The PR Playbook: Building Media Relations and Strengthening Your Brand, Paperback, 2024



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| | <p>4. Jim Eggensperger, Jeanne Salvatore, <i>Strategic Public Relations Writing: Proven Tactics and Techniques</i>, Paperback, ISBN-13 978-1032163871, 2022, www.routledge.com/ 9781032163871.</p> <p>5. Silverman, D., & Smith, R. (2024). <i>Strategic Planning for Public Relations</i> (7th ed.). Routledge. Retrieved from https://www.perlego.com/book/4331043/strategic-planning-for-public-relations-pdf, 2024</p> <p>6. Robert L. Heath (ed.), <i>Encyclopedia of Public Relations</i>, Thousand Oaks, CA: Sage, 2005</p> |
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