

## **SYLLABUS**

**SUBJECT** Public Relations

**TEACHER** Wojciech Furman, Ph.D., wojciech.furman@wp.pl

### **COURSE DESCRIPTION**

The primary objective of this course is to introduce students to basic knowledge of contemporary concepts and techniques of Public Relations (PR). However, the main approach of the course will be that of the communication science and not so much of management nor marketing. The course consists of lectures (15 hours) and seminars (15 hours).

### **TOPICS:**

1. Defining Public Relations
2. Historical Origins and Four Models of PR by Grunig and Hunt
3. Communication Effects and Public Opinion
4. Overview of PR Techniques
5. Planning and Programming
6. Internal Relations and Employee Communication
7. Media Relations I: Press Release.
8. Media Relations II: Press Conference
9. Crisis PR
10. Advertisement and Sponsoring
11. Government and Public Affairs
12. Ethics and Professionalism
13. Corporate Social Responsibility
14. Social Media and PR
15. Social Marketing and PR

### **LEARNING OUTCOMES**

At the end of the course students are expected to understand the main principles and concepts of PR. They also should be able to recognize and analyse the current cases of correct or wrong PR activities.

### **GRADING POLICY**

50% - active participation in lectures and seminars, 50% - final paper.

### **TIMETABLE**

Lectures and seminars will be conducted once a week alternatively, from the end of February till mid-June.

**TEXTBOOK AND REQUIRED MATERIALS**

- Cutlip, S. H., Center, A. H. and Broom, G. M. 2006. *Effective Public Relations*, 9<sup>th</sup> Edition. Upper Saddle River: Pearson Education Inc.
- Grunig, J. E. and Hunt, T. 1984. *Managing Public Relations*. New York: Holt, Rinehart and Winston, Inc.

**ADDITIONAL READINGS**

- Louw, E. 2010. *The Media and Political Process*. London: Sage.
- Negrine, R. 2008. *The Transformation of Political Communication*. Houndmills: Palgrave Macmillan.
- Washbourne, N. 2010. *Mediating Politics*. Maidenhead: Open University Press.

**RECOMMENDED SEARCH ENGINES**

- <http://scholar.google.com>
- <http://www.scirus.com>
- <http://www.sciseek.com>

**PREREQUISITES**

Basic knowledge of communication sciences and mass media.