



**Babeş–Bolyai University, Cluj–Napoca**  
**Faculty of Political, Administrative and Communication Sciences**  
**Department of Communication, public relations and advertising**  
**Year 2022-2023**  
**First semester**

### Discipline title

#### **Public Relations. Tools and techniques**

<b>Discipline title:</b> Public Relations. Tools and techniques	<b>Meeting place:</b> Faculty of Political, Administrative and Communication Sciences
<b>Level of study:</b> Master	<b>Schedule of activities:</b> Wednesday – 16.00-18.00
<b>Year of study:</b> I, first semester	<b>Study program:</b> Public Relations and Advertising Master
<b>Course lecturer:</b> Asist. Professor Paul Fărcaş, Ph.D	<b>Contact:</b> farcas@fspac.ro
<b>Seminar assistant:</b> Asist. Professor Paul Fărcaş, Ph.D	<b>Audience:</b> according to the timetable on DCRPP website

#### **I. Course overview:**

Public relations is today one of the most powerful techniques in the relationship of a company with its public. Public relations help companies to send clear messages to the public about its activity and establish good communications tools, inside and outside the company. Also, public relations are the process that creates and maintains the good image a company can have. Remembering these elements Public relations Tools and Techniques intends to provide students a clear overview on the field of public relations.

#### **II. Learning objectives of the course**

The **general objectives** of the course are:

- Understanding the theoretical concepts of public relations
- Analysing patterns of PR work within the organisation, in the PR agency or in the PR office or department of a company.
- Understanding the main types of PR trade campaigns.
- Learning to make a PR campaign plan, combining theoretical elements with practical ones.

The **specific objectives** of the course are:

- Learning good skills to do PR consulting
  - Understanding the theoretical concepts of public relations and the practical part of the discipline
  - Learning to create a PR campaign plan

**Note:** students will be divided in two categories:

- 1. Advanced students:** that have graduated Public Relations or Advertising at FSPAC or other University in Romania or abroad
- 2. Beginner students:** students that have other backgrounds

## Evaluation will be different in the two categories of students

### II. The teaching method used:

Because public relations is a very practical field of activity we consider that the theoretical aspects of it are not enough for students to acquire knowledge. Therefore, the course will challenge students to work in a practical manner on a semester project that could be implemented for real, then written and presented individually by each student during the class.

### III. Course Schedule:

The course schedule below is tentative and can be modified depending on the students' progress in the respective topics

Week	Course name	Content	Bibliography*
Week I	Introduction on course requirements	Presenting the syllabus, the course project, the evaluation method; testing students	
Week II	Introducing public relations	Definitions of public relations; public relations as a process; the components of PR;	Alison Theaker, <i>The Public relations handbook</i> , Routledge, 2008  Dennis Wilcox, Glen T. Cameron, Phillip Ault, Warren Agee, <i>Relații Publice, strategii și tactici</i> , Curtea Veche, Bucuresti, 2009  Doug Newsom, Judy VanSlyke Turk, Dean Kruckeberg, <i>Totul despre relațiile publice</i> , Polirom, Iasi, 2003
Week III	The role and function of public relations in the organization context; Public relations and related activities	10 basic principles of public relations; public relations as a tool of management; PR as a strategic tool of communication; Differences between public relations and advertising, marketing, publicity etc.	Alison Theaker, <i>The Public relations handbook</i> , Routledge, 2008  Dennis Wilcox, Glen T. Cameron, Phillip Ault, Warren Agee, <i>Relații Publice, strategii și tactici</i> , Curtea Veche, Bucuresti, 2009  Doug Newsom, Judy VanSlyke Turk, Dean Kruckeberg, <i>Totul despre relațiile publice</i> , Polirom, Iasi, 2003  Veronica Ioana Ilies, <i>Relațiile publice și responsabilitatea socială corporatistă: teorie și acțiune socială</i> , Presa Universitară Clujeană, 2011
Week IV	Strategic public relations; PR campaign	Planning and implementing a strategic public relation program	Ronald D. Smith, <i>Strategic Planning for public relations</i> , LAWRENCE ERLBAUM

		inside and outside the organization; Steps in PR campaign	ASSOCIATES, PUBLISHERS  2002 Mahwah, New Jersey London
Week V	Presenting the PR campaign idea and short plan	Students will do an short oral presentation (no power point or other media support is needed) of the idea of the campaign that will be developed in the semester project; students should refer to the 7 days events and on the implemented one; they should have an 1 page sketch and will receive oral feedback from the teacher and colleagues	The purpose of this presentation is to help students better understand what they have to do in their semester project and to give them additional information directly on their campaign theme
Week VI	PR specialist; PR in house and outsourcing; Internal corporate public relations tools	The role of the PR specialists in organizational context; competences and skills of a PR practitioner; PR departments and PR industry; Tools and techniques used in internal communication process	Alison Theaker, <i>The Public relations handbook</i> , Routledge, 2008  Dennis Wilcox, Glen T. Cameron, Phillip Ault, Warren Agee, <i>Relații Publice, strategii si tactici</i> , Curtea Veche, București, 2009  Doug Newsom, Judy VanSlyke Turk, Dean Kruckeberg, <i>Totul despre relațiile publice</i> , Polirom, Iasi, 2003  Paul Alexandru Farcas, <i>Externalizarea serviciilor de relații publice si conturarea unui profil al practicienilor PR</i> , Presa Universitară Clujeană, 2013
Week VII	Writing in public relations	Learning how to write a press release, a discourse and other PR and communication documents	Ronald D. Smith, <i>Becoming a Public Relations Writer</i> , LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS  2003 Mahwah, New Jersey London  Toader, Larisa, <i>Secretele relației cu presa. Sfaturi practice și studii de caz</i> , Ed. Universul Juridic, București, 2012

<b>Week VIII</b>	Oral presentation of the project <sup>1</sup>	Discussion and feedback on project	
<b>Week IX</b>	Oral presentation of the project	Discussion and feedback on project	
<b>Week X</b>	Oral presentation of the project	Discussion and feedback on project	
<b>Week XI</b>	Oral presentation of the project	Discussion and feedback on project	

\*Bibliography is an indicative one and is subject to change; for final exam students will have to read parts of the bibliography; changes will be periodically announced. Students will receive weekly printed papers with the most important information and ideas presented at the course

**IV. Project:** Each student will have to plan a PR campaign regarding the issue of “**Food waste combat**”. Students will have to think about a 6 months long PR campaign.

**Possible topics for the PR campaigns:**

1. **Food Waste Combat:** fairs, exhibitions, movie screenings, food waste reduction as form of responsibility and helpful, book launches, launching and promoting young talent chefs from different areas , workshops, cultural days, mini festivals, dance, culinary arts, theatre, manners, any approach that can embody the food waste reduction in all its forms.

**Any other topic that fits in the subject is welcome**

**Purpose of the project:**

1. **The main purpose** → determining the student to better understand how PR activity works and to practice the future profession of specialist in communication and public relations

2. **Secondary purposes** → the promotion of food waste reduction as a form of manifestation of the individual and of the community and as a means of expression and interpersonal communication and the promotion of good and sustainable habits.

**SMART objectives** → 1. Writing a correct and clear PR campaign plan, and

2. Implementing part of the written PR plan

**Project steps:**

1. Setting the topic of the campaign
2. Reading the bibliography - Smith D Ronald, *Strategic Planning for public relations*, LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS 2002 Mahwah, New Jersey London
3. Participate in class

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<sup>1</sup> The oral presentation of the projects might start a week earlier, depending on the number of the students that are attending this course

4. Follow the 9 steps of a PR campaign from the bibliography
5. Write the PR campaign plan
  - 5.1. analysing the situation (research)
  - 5.2. analysing the public
  - 5.3. establishing goals and objectives
  - 5.4. creating a personalised concept and theme for the campaign
  - 5.5. formulating action and response
  - 5.6. choosing communication tactics (create all written supports such as poster, flyers, invitation card, logo, message, texts, choosing the communication tools, choosing the media support)
  - 5.7. choosing one event of the plan and implementing it (you will film and will take pictures as a proof)
6. Evaluating the fully strategic plan
7. Write the entire project in maximum 10 written pages (Times new roman, 12 and 1,5 line spacing, justify)
8. Present the project in class/ Zoom meeting (about 15 to 20 minutes each student based on a schedule; **please bring personal laptops**)

### **Requirements:**

1. the topic of the campaign needs to be feasible, real
2. the PR actions must be very close to reality and suitable for implementation
3. **budget:** students will have to create a budget for the entire campaign but will have to use **0 budget** for the implementation of the chosen event (find sponsors if you need money for some of the actions)

**Schedule of the presentations will be decided during the meetings**

### **Special issues for advanced students:**

For students that have graduated Public Relations or Advertising at FSPAC or other University in Romania or abroad attending the course is optional (because information delivered in class won't be new for them). But they will have to do extra work:

Each student that already has a degree in PR or Advertising should research for a PR topic (new PR strategies, new PR tools, new PR techniques, or any topic about PR that can bring interesting aspects about the domain and is not part of the topics discussed by the teacher in class – see the topics discussed in class in the table above)

The subject chosen should have both theoretical and practical approach: at least 3 theoretical sources and 2 practical examples that sustain the topic

**Each student will discuss the topic with the teacher before choosing it** (directly in class or on email). The teacher can accept or reject the subject

**All students in this category will present their work in class. It is mandatory to present in class the topic, in order to get the score of the evaluation. Schedule of this presentations can be find at the end of this syllabus**

### **V. Evaluation:**

Because class is divided into two categories (advanced students and beginner students) evaluation will also be divided:

#### **1. Beginner students:**

**Project:** 100% (written and presentation during the semester)

OR

**Final exam:** 100% (in final exams season) – based on the primary bibliography (selected pages will be weekly announced in class)

## **2. Advanced students:**

**Project:** 100% (written and presentation during the semester)

OR

**Final exam:** 70% (in final exams season) – based on the primary bibliography (selected pages will be weekly announced in class)

**Presentation of a PR topic during the semester** 30%

**For both categories of students it is mandatory to promote all required categories for promoting the discipline.**

## **VI. Bibliography:**

### **1. Primary bibliography: (topics presented by the teacher in class will be based on this sources; some of them are part of the mandatory bibliography for the exam; students will receive the final bibliography for the exam at the end of the teacher's presentations, in December 2019)**

- 1.1. course support materials - student will receive them weekly in class
- 1.2. Farcas Paul Alexandru, *Externalizarea serviciilor de relații publice și conturarea unui profil al practicienilor PR*, Presa Universitară Clujeană, 2013
- 1.3. Ilies Veronica Ioana, *Relațiile publice și responsabilitatea socială corporatistă: teorie și acțiune socială*, Presa Universitară Clujeană, 2011
- 1.4. Newsom Doug, Judy VanSlyke Turk, Dean Kruckeberg, *Totul despre relațiile publice*, Polirom, Iasi, 2003
- 1.5. Smith D Ronald, *Strategic Planning for public relations*, LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS 2002 Mahwah, New Jersey London
- 1.6. Smith D Ronald, *Becoming a Public Relations Writer*, LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS 2003 Mahwah, New Jersey London
- 1.7. Theaker Alison, *The Public relations handbook*, Routledge, 2008
- 1.8. Wilcox Dennis, Glen T. Cameron, Phillip Ault, Warren Agee, *Relații Publice, strategii și tactici*, Curtea Veche, Bucuresti, 2009
- 1.9. Toader, Larisa, *Secretele relației cu presa. Sfaturi practice și studii de caz*, Ed. Universul Juridic, București, 2012

### **2. Secondary bibliography: (will help with the implementation of the event of the PR campaign)**

- 2.1. Stephan Schafer-Mehdi (2008), *Organizarea evenimentelor*, Ed All, București, pp: 9-18, 27-39, 50-68, 85-119, 140-151
- 2.2. „Event planning handbook”, poate fi descărcat de aici: <http://www.yesweb.org/docs/YCN/handbook.pdf>, paginile 5-30 (pentru proiectului „Organizarea unui eveniment real”)
- 2.3. Event management plan checklist and guide, se poate descărca aici: <http://www.gdc.wa.gov.au/uploads/files/Event%20Management%20Plan%20-%20GDC%20Toolkit.pdf> (pentru proiectului „Organizarea unui eveniment real”)
- 2.4. „5 ways internal magazines can build employee engagement”, poate fi descărcat de aici: <http://www.tribeinc.com/pdfs/TRB-088%20BPinternalmagazines v1.pdf>
- 2.5. Brightley-Hodges Associates Marketing & Creative Consultant, “Let’s talk: Internal magazines”, <http://www.brightleyhodges.com/wp-content/themes/bha/downloads/BHA LetsTalk Internal mag.pdf>
- 2.6. Judy Allen (2009), “Event planning, the ultimate guide”, <http://guidebook.com/mobile-guides/professional-event-planning-guide-download-free-ebook/>
- 2.7. „Event planning Guide”, disponibil la [https://www.outreach.com/Events/Media/OE\\_EventPlanningGuide.pdf](https://www.outreach.com/Events/Media/OE_EventPlanningGuide.pdf)

