

**SYLLABUS**  
*Communication and Public Relations*

**1. Information on academic programme**

1.1. University	<b>"1 Decembrie 1918" University of Alba Iulia</b>
1.2. Faculty	<b>Faculty of Economics</b>
1.3. Department	<b>Business Administration and Marketing</b>
1.4. Field of Study	<b>Business Administration</b>
1.5. Cycle of Study	<b>Undergraduate</b>
1.6. Academic programme / Qualification	<b>Business Administration/ 242102 Process improvement specialist, 242104 Process manager, 242110 Economic performance planning, control and reporting specialist</b>

**2. Information of Course Matter**

2.1. Course		<b>Communication and Public Relations</b>			2.2. Code		<b>BA127</b>	
2.3. Course Leader/ Seminar Tutor			Gavrilă-Paven Ionela					
2.4. Seminar Tutor			Croitoru Adriana Ioana					
2.5. Academic Year	<b>I</b>	2.6. Semester	<b>II</b>	2.7. Type of Evaluation (E – final exam/C-examination /VP)	<b>E</b>	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)		<b>C</b>

**3. Course Structure** (Weekly number of hours)

3.1. Weekly number of hours	<b>4</b>	3.2. course	<b>2</b>	3.3. seminar, laboratory	<b>2</b>
3.4. Total number of hours in the curriculum	<b>56</b>	3.5. course	<b>28</b>	3.6. seminar, laboratory	<b>28</b>
Allocation of time:					hours
Individual study of readers					10
Documentation (library)					10
Home assignments, Essays, Portfolios					20
Tutorials					-
Assessment (examinations)					4
Other activities.....					-

3.7 Total number of hours for individual study	<b>44</b>
3.9 Total number of hours per semester	<b>100</b>
3.10 Number of credits	<b>4</b>

**4. Prerequisites** (*where applicable*)

4.1. about curriculum	<i>Courses from previous semesters: eg. Management</i>
4.2. about competences	<i>Competences provided by the above mentioned courses, eg:</i>
	<i>Organisation structure, Human resource recruitment</i>

### 5. Requisites (where applicable)

5.1. course-related	Classroom with video projector / board
5.2. seminar/laboratory-based	Classroom with video projector board

### 6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	<p>C1. Knowledge, and understanding of the fundamental concepts, theories and methods in the field and the specialty area; their adequate use in professional communication;</p> <p>C1.1. Description of the economic paradigms, concepts and theories about the influence of the external environment on enterprise/organization</p> <p>C2.1. Identification of economic concepts and theories associated to the enterprise/organisation</p> <p>C3.1. Identification of the economic implications associated to an enterprise/organisation unit functioning and administration</p> <p>C4.1. Identification and description of the concepts of planning, organization, coordination and control in human resource activity</p> <p>C5.1. Description of concepts, theories and methodologies for database administration specific to the field of business administration</p> <p>3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance</p> <p>C1.3. Application of adequate tools in order to analyse the influence of external environment on enterprise/organization</p> <p>C2.3. Application of adequate tools in solving problems related to the relations between the enterprise/organization units</p> <p>C3.3. Application of tools specific to the analysis of an enterprise/organization unit functioning</p> <p>C4.3. The problem/situation solving process specific to the human resource activity: recruitment, selection, motivation, salary, work program, forming</p> <p>C5.3. Application of adequate tools for data analysis specific to the field of business administration</p> <p>5. Drawing up professional projects with methods and principles acknowledged in the field</p> <p>C1.5. Drawing up a research project about the influence of external environment on enterprise/organization</p> <p>C2.5. Drawing up of an analysis about the relations with economic implications between the enterprise/organization units</p> <p>C3.5. Drawing up of a study about enterprise/organization unit functioning and administration</p> <p>C4.5. Substantiation of projects related to human resource recruitment, selection, motivation, and payment in the field of business administration</p> <p>C5.5. Drawing up of a research project associated to the field of business administration using specific databases</p>
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Transversal competences	
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## 7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>To know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations</i>
7.2 Specific objectives of the course	<ul style="list-style-type: none"> <li>- <i>to form the students' skills needed in the business communication with their partners and imposed by the economic practice;</i></li> <li>- <i>to familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations;</i></li> <li>- <i>to become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.</i></li> </ul>

## 8. Course contents

<b>8.1 Course</b>	<b>Teaching methods</b>	<b>Observations</b>
<i>Communication: Defining the concept of communication, the functions of communication, models of communication, theories about communication, axioms of communication, forms of communication, barriers in the communication process.</i>	<i>Lecture, presentation, discussions</i>	<i>6 hours</i>
<i>Communication within the group: Definition of the group, stages of formation at the group level, efficiency of teamwork at the organization level, forms of communication specific to the teams, the meeting - types of meetings, the specific communication within the meetings.</i>	<i>Lecture, presentation, discussions</i>	<i>5 hours</i>
<i>Organizational communication: Specificity of organizational communication, organizational communication strategies, influence of organization parameters on communication, communication tools within the organization, correspondence, reports and messages.</i>	<i>Lecture, presentation, discussions</i>	<i>5 hours</i>
<i>Public relations activity: Defining the public relations activity, the objectives of the public relations activity, the factors of the development of the public relations activity.</i>	<i>Lecture, presentation, discussions</i>	<i>4 hours</i>
<i>Campaniile de relații publice: Definierea campaniilor de relații publice, clasificarea campaniilor de relații publice, obiectivele campaniilor de relații publice, etapele planificării campaniilor de relații publice.</i>	<i>Lecture, presentation, discussions</i>	<i>4 hours</i>

<i>Ethical principles in the activity of public relations</i>	<i>Lecture, presentation, discussions</i>	<i>6 hours</i>

## 8.2 Bibliography

1. Engel, James F.; Warshaw, Martin R.; Kinnear, Thomas C., *Promotional Strategy/ Managing The Marketing: Communications Process*, Homewood Usa:Irwin,1987.
2. Lesikar, Raymond V.; Pettit, John D.; Darsey, Nancy S., *Business Communication: Theory And Application*, Houston: Dame Publications, Inc,1993.
3. Laudon, Kenneth C.; Laudon, Jane Price, *Business Negotiation And Communication: Monograph*, Czestochowa:S.N,2011.
4. Langford-Wood, Naomi; Slater, Brian, *Critical Corporate Communications: A Best Practice Blueprint*, Chichester:John Wiley&Sons,2002.
5. Gamble, Michael W.; Gamble, Teri Kwal, *Introducing Mass Communication*, S.L.:Mcgraw-Hill Book Company,1986.
6. Buell, Victor P., *Marketing Management: A Strategic Planning Approach*, S.L.:Mcgraw-Hill Book Company,1984.
7. Guiltinan, Joseph P.; Paul, Gordon W., *Marketing Management: Strategies And Programs*, S.L.:Mcgraw-Hill Book Company,1985.
8. Kurzer, Paulette, *Markets And Moral Regulation: Cultural Change In The European Union*, Cambridge: Cambridge University Press,2001.
9. Durant, Alan, *Meaning in Media: Discourse, Controversy And Debate*, Cambridge:Cambridge University Press, 2010.
10. Dobrescu, Andrei; Turcu, Fulvia, *Modele de Contracte de Afaceri in Romana si Engleza*, Bucuresti: Niculescu,1999.

<b>Seminar-lab</b>		
<b>1. Communication models – transposition to reality – case study</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
<b>2. Communication techniques within organisations - analysis of concrete situations</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
<b>3. Case study: The foreign manager Case study: The general director and the employees</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
<b>4. Case study: The sales department</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
<b>5. Case study: Failed intermediation</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
<b>6. Case study: Heterogenous or homogenous PR department role – analysis</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
<b>7. Public relation campaigns – practical examples</b>	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>

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12. Lesikar, Raymond V.; Pettit, John D.; Darsey, Nancy S., *Business Communication: Theory And Application*, Houston:Dame Publications, Inc,1993.
13. Laudon, Kenneth C.; Laudon, Jane Price, *Business Negotiation And Communication: Monograph*, Czestochowa:S.N,2011.
14. Langford-Wood, Naomi; Slater, Brian, *Critical Corporate Communications: A Best Practice Blueprint*, Chichester:John Wiley&Sons,2002.
15. Gamble, Michael W.; Gamble, Teri Kwal, *Instroducting Mass Communication*, S.L.:Mcgraw-Hill Book Company,1986.
16. Buell, Victor P., *Marketing Management: A Strategic Planning Approach*, S.L.:Mcgraw-Hill Book Company,1984.
17. Guiltinan, Joseph P.; Paul, Gordon W., *Marketing Management: Strategies And Programs*, S.L.:Mcgraw-Hill Book Company,1985.
18. Kurzer, Paulette, *Markets And Moral Regulation: Cultural Change In The European Union*, Cambridge: Cambridge University Press,2001.
19. Durant, Alan, *Meaning in Media: Discourse, Controversy And Debate*, Cambridge:Cambridge University Press, 2010.
20. Dobrescu, Andrei; Turcu, Fulvia, *Modele de Contracte de Afaceri in Romana si Engleza*, Bucuresti: Niculescu,1999.

## 9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

*According to the market requirements, the course provides the students with the possibilities and skills needed in order to interpret and analyse processes and phenomena imposed in business communication process; to simulate, analyse and interpret the business negotiation stages; to analyse the main stages of a public relation campaign.*

## 10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight of the final grade
10.4 Course	<i>Final assessment</i>	<i>Written exam</i>	60%
	-	-	-
10.5 Seminar	<i>Eg. Verification during the semester</i>	<i>Portfolio with practical works</i>	40%
	-	-	-
10.6 Minimum performance standard: Obtaining minimum 5 (five).			
<i>C 1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; their adequate use in professional communication.</i>			
<i>C5. Drawing up professional projects with methods and principles acknowledged in the field..</i>			

Course titular's signature,  
PhD Assoc.Prof. Gavrila-Paven Ionela

Seminar titular's signature,  
PhD Student Opincariu Marius