

## SYLLABUS for the course

<b>Basic data for the course</b>			
<b>Academic unit:</b>	Faculty of Economy		
<b>Title of the course:</b>	Public Relations		
<b>Level:</b>	Bachelor		
<b>Status of the course:</b>	Elective		
<b>Year of studies:</b>	II		
<b>Number of hours per week:</b>	2+1		
<b>ECTS credits:</b>	4		
<b>Time/location:</b>	<i>Friday, room 6, 10h</i>		
<b>Tutor:</b>	Prof.asoc. dr. Fatos Ukaj		
<b>Tutor's contact details:</b>	<a href="mailto:fatos.ukaj@uni-pr.edu">fatos.ukaj@uni-pr.edu</a>		
<b>Content of the course</b>	<p>This subject gives students the knowledge with a detailed introduction to public relations, including its historical origins, and its differences from advertising.</p> <p>Students will study the theory of public relations, learning about multiple roles, ways of practicing public relations, and the role of the public relations agency. Through the case, students will review the legality and ethics of M.P.'s concerns by studying examples from press releases, bulletins, and personal appearances.</p>		
<b>Course's objectives:</b>	<p>The main purpose of this subject is to familiarize students with the basic concepts and principles of public relations. The acquisition of this curriculum enables students to benefit in raising their skills for further studies and work in the future.</p>		
<b>The expected outcomes:</b>	<ul style="list-style-type: none"> <li>• Understanding the underlying principles on which public relations is developed and functioning,</li> <li>• Role and functions of public relations in an industrialized society.</li> <li>• Understanding the interaction of public relations with other communication marketing activities, Basic Public Relations Process - Research, Planning, Communication,</li> <li>• Evaluation - and use of communication strategies to achieve organizational goals.</li> <li>• Will be able to design a plan for Public Relations Concepts, audience analysis, and beliefs.</li> <li>• Practical guidelines for the use of written, spoken and visual techniques to reach the selected audience,</li> </ul>		
<b>The students' workload (hours per semester, ECTS)</b>			
<b>Activity</b>	<b>Activity</b>	<b>Activity</b>	<b>Total</b>
Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor			
Field research			
Colloquiums	2		2
Homework	8		8
Individual study (at library or at home)	3	15	45
Final preparation for the exam			

Evaluation																															
Projects, presentation etc.																															
<b>Totali</b>			<b>100</b>																												
<b>Teaching methods:</b>	Lectures on Marketing will provide to students the theoretical and practical knowledge about marketing as a generator of changes in market and in perception of it and consumers. Interactive lectures illustrated with Power Point presentations will be followed by Seminars, Debates, group work on specific issues (analyses, discussions). Interactive work, and work in cooperation, learning and repeating the subjects.																														
<b>Assessment methods:</b>	<p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <table border="0"> <tr> <td colspan="2"><u>Full time study</u></td> <td colspan="2"><u>Part time students</u></td> </tr> <tr> <td></td> <td></td> <td>Seminars</td> <td>10%</td> </tr> <tr> <td>Presentation-home work:</td> <td>15%</td> <td>Individual work</td> <td>10%</td> </tr> <tr> <td>Assessment-Test</td> <td>25%</td> <td>Final exam</td> <td><u>80%</u></td> </tr> <tr> <td>Other-Seminars</td> <td>10%</td> <td></td> <td></td> </tr> <tr> <td>Final exam</td> <td><u>50%</u></td> <td>Total</td> <td>100%</td> </tr> <tr> <td>Total</td> <td>100%</td> <td></td> <td></td> </tr> </table>			<u>Full time study</u>		<u>Part time students</u>				Seminars	10%	Presentation-home work:	15%	Individual work	10%	Assessment-Test	25%	Final exam	<u>80%</u>	Other-Seminars	10%			Final exam	<u>50%</u>	Total	100%	Total	100%		
<u>Full time study</u>		<u>Part time students</u>																													
		Seminars	10%																												
Presentation-home work:	15%	Individual work	10%																												
Assessment-Test	25%	Final exam	<u>80%</u>																												
Other-Seminars	10%																														
Final exam	<u>50%</u>	Total	100%																												
Total	100%																														
<b>Literature</b>																															
	Fatos Ukaj, "Mardheniet me Publikun", Material i përgatitur për ligjërata, Prishtinë, 2018.																														
<b>Additional literature:</b>	<p>Wilcox and Cameron ,2012, <i>Public Relations: Strategies and Tactics</i> ,Boston: Pearson, 10th Edition,  Smith, R. D. (2013). <i>Strategic planning for public relations</i> (4th ed.). New York: Routledge.  Ukaj, F, 2016, Public Relations as Part of Integrated Communication of an Enterprise-Consumer Oriented On, Journal of Marketing Management, ISSN: 2333-6080(Print), 2333-6099(Online), June 2016, Vol. 4, No. 1, pp. 67-72  Ukaj,F,2015, Internet as a media used for implementing marketing policies-case of distribution. Business Sciences and Management Journal (BSMJ), ISSN 2515-5229, Aug 2015, Vol 10, issue 8, p 13-19.</p>																														

<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
<i>Week 1</i>	Topic: Introduction to Marketing. Key concepts and their analysis - general marketing knowledge -marketing and features of public relations, the role of communication
<i>Week 2</i>	Topic: What Is "Public Relations"?
<i>Week 3</i>	Topic: Evolution of Public Relations
<i>Week 4</i>	Thopic: Ethics and Professionalism
<i>Week 5</i>	Topic: Public Relations Departments, and Enterprises,
<i>Week 6</i>	Topic: Public Relations and Law,
<i>Week 7</i>	Topic: Intermediate Evaluation
<i>Week 8</i>	Topic: Research, and Program Planning
<i>Week 9</i>	Topic: Communication,
<i>Week 10</i>	Topic: Public opinion and audience,
<i>Week 11</i>	Topic: Conflict Management: Dealing with Issues, Risks and Crises,
<i>Week 12</i>	Topic: Internet and social media,
<i>Week 13</i>	Topic: Radio and Television
<i>Week 14</i>	Topic: Global Public Relations,
<i>Week 15</i>	Topic: Nonprofit Organizations, Health, and Education,

**Academic policies and code of conduct:**

Students are expected to participate in lectures, seminars and group discussions. Tutor is available for individual consultations as well. Students are required to read the literature before each lecture. Students are not obliged to undertake the intermediate assessments during the semester. They should respect the code of conduct during lectures and exams and in communication with the academic staff.