



Course syllabus 2023			
Course name:	Public Relations		
Study programme group:	Cycle of studies:	Study type:	
	1st	fulltime	
Study programme name:	Business Management, Erasmus		
Specialisation:			
Electivity:	Elective course		
Course coordinator:	Prof. Robert Ristino		
Course code:	Year of studies:	Semester:	Language of instruction:
	2, 3	4, 6	English
ECTS credits:	n/a		
Exam / assessment form:	Assessment		
Class type		Total contact hours	
Tutorials		30	
A. Shortened (general) subject description			
This course is about practicing the art and science of public relations in organizations. Public relations will be examined from a systems theory perspective, studying the discipline's purpose and function in an organizational setting.			
B. Prerequisites			
N/A			
C. Effects of Teaching			
Knowledge			
<input type="checkbox"/> Be able to define public relations.			
<input type="checkbox"/> Have a broad grasp of how organizations function.			
<input type="checkbox"/> Understand purpose and function of public relations in an organizational setting.			
Have a fundamental understanding of the theory that informs the practice.			
Skills			
Be familiar with and capable of applying the public relations planning process.			
Be able to apply their public relations knowledge and skills to problem solving.			

Social competence	
1. The practice of public relations in business, not-for-profits and government	
2. The role of public relations in effecting social, political and environmental policy.	
D. Course Content	
Tutorials	Total contact hours
<u>The Science of Public Relations</u>	8.0
<u>Modern Organizations and the Role of Public Relations</u>	4.0
<u>Public Relations Planning, Skills and Techniques</u>	4.0
<u>The Mass Media, Public Relations and Public Opinion</u>	4.0
<u>The Contemporary and Future Practice of Public Relations</u>	4.0
Practicing Public Relations	3.5
Individual Tutorials	2.5
Sum	30
E. Methods and Criteria of Assessment	
Final grade	
Final grade is based on the sum of percentage points earned from each course assignment as detailed below.	
Assessment component	Weight in final grade
30 percentage points for attending the live MSTeams presentations;	
5 percentage points for each post on the course discussion boards up to a maximum of 4 posts;	
20 percentage points for a written Public Relations Crisis Communication paper;	
30 points for a group project paper.	
F. Bibliography	
Ristino, R.J., Integrated Strategic Communications , North Charleston, South Carolina: CreateSpace Independent Publishing Platform. (Copies available in the University of Lodz campus library or through Amazon.com)	

YouTube **TED** talks on various public relations topics.

G. Student's Workload in the Course

Tutorials

Form of student activity	Approximate number of hours
<u>Public Relations Crisis Communication Paper</u>	3.0
<u>Public Relations case group project</u>	4.0
<u>Attendance at live MS Teams instructor presentations</u>	12.0
<u>Required Posts on two Course Discussion Boards</u>	2.0

H. Teaching Methods

Tutorials

This course will be presented in a distant learning format using the university's Moodle platform. The course has been constructed to encourage students to engage with the instructor and fellow students in dynamic discussions about the public relations topics identified in the syllabus. Students are also encouraged to conduct individual research on the various topics to gain a deeper understanding of the practice.

I. Additional information

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