

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Public Relations Theory and Practice (online)
Name of the subject in English:	Public Relations Theory and Practice (online)
Credit value of the subject:	3
The code of the subject in the electronic study system:	ON-PUBRTP-03-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

We will learn and talk about the main objects of today's modern communication practice. The course will contain questions about public relations practices, what students will do in a work organization after their studies, and how they can choose between companies, agencies, non-profit organizations, or the public sector.

The subject aims to prepare the students to write PR strategical and tactical plans and press releases and know the basics of crisis management. After completing the course, the student will be able to compile a PR strategic and tactical plan independently for a smaller company and a larger company with the help of a supervisor. They will be able to write a press release on their own, Q and A. In a crisis, they will know the steps to take.

SUMMARY OF THE CONTENT OF THE SUBJECT

They are learning the basics of PR. Understand the difference between marketing and public relations. They are facing the challenge of new communication and problem-solving through case studies, writing their own strategic and tactical plans, press releases, and crisis communication plans. Working in a team, prepare a sound presentation.

The course introduces the basics of PR step by step. Examining the PR target group by focusing on the functional area explains why this differs from the marketing target group. It emphasizes writing, vocabulary, and essential content elements for a good PR professional.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Writing a Press Release. Individual task.

Adhering to the formal requirements of a press release, the attention-grabbing title, appropriate wording, and the goal to be achieved are important.

Prepare a strategical and a tactical plan for a brand/company - make a presentation
During the seminars, the student must work in a group. Students have to know group dynamics; creative group thinking in such a way as to take part in all aspects of the practical task.

Find the solution for a crisis. Find the steps for a hypothetical crisis.

EVALUATION OF THE SUBJECT:

Students get examination grades after the completion of the examination in case of lectures and practical courses to be completed together. Such examination grades are the sum of up to 50 points for the evaluation of the work in the practical class and up to 50 points earned at the examination. The students can get the maximum points for their tasks as follows:

Press Release: 10 points

Strategical plan: 15 points

Tactical plan: 15 points

The detailed evaluation sheets will be shared on Coospace.

Only students who have earned at least 25 points for the practical class can be allowed to take the examination. For students who do not meet this requirement, the subject is considered not completed and they must register for it again if they have originally registered for it as a compulsory subject.

If the examination score is less than 25 points or has a “ did not obtain signature” status in the subject registry in the electronic study administration system, the examination grade is “fail” and the provisions of the assessment and evaluation system of the student’s knowledge are to be applied to improve the grade and fulfill the subject requirements.

Upon repeated registration for a subject, the practical points previously earned are lost and cannot be counted towards the evaluation of the repeated subject.

OBLIGATORY READING LIST: