

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Public Relations Theory and Practice
Name of the subject in English:	Public Relations Theory and Practice
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-PUBRTP-06-KG
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:	Lecture + Practical, class per week: 2+2, class per semester: 0+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 the practice of today's modern communication. The course will contain questions about public relations practices, what a student will do in a work organization after their studies, how a student can choose between companies, agencies, non-profit organizations, or the public sector.

The subject aims to prepare the students for writing PR strategical and tactical plans, press release,s 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 the event of a crisis, they will know the steps to take.

SUMMARY OF THE CONTENT OF THE SUBJECT

Learning the basics of PR. Understand the difference between marketing and public relations. Facing the challenge of new communication. Problem-solving through case studies, writing their own strategical and tactical plan, press release, and crisis communication plan. Working in a team, prepare a sound presentation.

The course introduces the basics of PR step by step. Focusing on the practical area, examine the PR target group explains why this is different from the marketing target group. It emphasizes writing, vocabulary, and all the 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.

Students can get the points based on the following tasks:

Press Release 10 points

Strategical plan 25 points

Tactical plan 15 points

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.

During the seminars, the groups go step by step in preparing a strategic and tactical plan. They constantly receive feedback on this from the instructor and teammates. The press release is not only evaluated, but with the help of thorough textual feedback on the surface of coospace, it is possible to improve and refine the release.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Seitel, Fraser P.: *The practice of public relations*. Pearson, cop. 2017

RECOMMENDED READING LIST:

- Scott, David Meerman: *The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, . , 2017*