

Title of the Course		PUBLIC RELATIONS	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Not needed		
Science Sector	Social sciences		
Science Subsector	Media and communication science		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Office Management		
Author(s) of the course	Mg.sc.soc. Ligita Āzena		
Lecturer(s) of the course	Mg.sc.soc. Ligita Āzena		
Goal of the course:	To develop understanding about public relations, planning it in an organisation in order to improve students’ skills to plan and manage the programmes of public relations, as well as choose the most appropriate instruments.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Test – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student assesses and describes the use of public relations, planning in different situations (discussion); 1.2. A student defines and compares the notions of public relations, interprets the use of it in different situations and justifies own choice (final work). 2. Skills: 2.1. A student analyses the planning of public relations in various situations and describes the instruments of public relations (discussion); 3. Competences: 3.1. A student assesses and systematizes the tendencies in today’s public relations and justifies own choice in order to formulate the effective use of public relation (discussion, final work).			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Test
1.	Communication and public relations: 1.1. The notion of public relations; 1.2. Definition of communication; 1.3. Elements of communication process; 1.4. Definitions of public relations 1.5. Public relations as a process	8	4	1	2	2
2.	Specialist of public relations: things in common and differences with the journalist and marketing specialist 2.1. Competency of a public relations specialist; 2.2. Tasks of a public relations specialist; 2.3 Public relations and ethics; 2.4 Public relations, journalism and marketing		6	2	2	
3.	Instruments of public relations 3. 1. Media relationships 3.2. Media visiting events 3.3. News messages 3.4. Special events 3.5. Performance 3.6. Sponsorship 3.7. Internal communication 3.8. Community relations 3.9. Representation materials		4	1	2	
4.	Target audience of public		4	2	2	

	relations 4.1. The public and audience 4.2. Involved parties					
5.	Internal public relations 5.1. Internal communication 5.2. Top-down and bottom-up communication 5.3. Planning of internal communication 5.4. Channels of internal public relations		6	2	2	
6.	Planning of public relations 6.1.Problematic questions about the planned communication 6.2. Planning of public relations 6.2.1. Analysis 6.2.2. Planning 6.2.3. Realization 6.2.4. Control		6	2	2	
7.	Strategies and tactics of public relations 7.1. Strategy of public relations 7.2. Tactics of public relations 7.3. Advantages and disadvantages in use of media		6	2	2	
8.	Models of public relations 8.1. Model of publicity or press agent 8.2. Model of informing society 8.3. Two-way asymmetric model 8.4. Two-way symmetric model 8.5. Current model of public relations		4	2	2	
TOTAL:		8	40	14	16	2
		80				

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	Partially assesses and describes the use and planning of public relations in various situations. Defines and compares the notions of public relations, but do not interpret the use of these notions in different situations, do not justify own choice	Assesses and describes the use of use and planning of public relations in various situations, defines and compares the the notions of public relations, interprets the use of these notions in various situations and justifies own choice	Assesses and describes the use of use and planning of public relations in various situations defines and compares the the notions of public relations, interprets the use of these notions in various situations, offers suggestions for improvement
Skills	Partially analyses the planning of public relations in various situations, cannot describe the chosen instruments of public relations	Analyses the planning of public relations in various situations and describes the use of various instruments of public relations	Extensively analyses the planning of public relations in various situations, describes the use of various instruments of public relations, offers suggestions for improvement
Competences	Assesses and systematizes the tendencies of today's public relations, but does not justify own opinion about the effective use of public relations	Assesses and systematizes the tendencies of today's public relations, incompletely justifies own opinion about the effective use of public relations	Precisely analyses and systematizes the tendencies of today's public relations, justifies own opinion in detail about the effective use of public relations

Acknowledgement of the obtained study results

Study Results	1.	2.	3.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Test	X	-	X

Core Literature

1. Herbsts D. "Sabiedriskās attiecības", Rīga, Zvaigzne ABC, 2006.
2. Kazaka O. "Pirmā PR grāmata", Rīga, 2019.
3. Gregorija A. "Sabiedriskās attiecības praksē", PR sērija, LID, 2007.
4. Skots M. Katlips, Alens H. Senters, Glens M. Brūms. "Sabiedriskās attiecības", Rīga, Avots, 2002.
5. Veinberga S. "Komunikācija. Teorija un prakse", Sava grāmata, 2019.

Additional Literature

1. Dimants A., Russ-Mols S. "Žurnālistika", Biznesa augstskola Turība, 2009.
2. Grīns E. "Radošas sabiedriskās attiecības", PR sērija, LID, 2008
3. Rožukalne A. "Kas? Kur? Kāda? Mūsdienu mediju auditorija", Biznesa augstskola Turība, 2011.
4. "Current Debates in public relations & communication studies", 2017.
5. "For courses in public relations", 2017.

Recommended Periodical

1. http://www.integration.lv/uploads/files/informativie-materiali/mediji_un_daudzveidiba.pdf