

Title of the Course		CREATING PR CAMPAIGNS	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Not needed		
Science Sector	Other social sciences, including cross-sectoral social sciences and military science		
Science Subsector	-		
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 <sup>st</sup> level professional study programme	Marketing and Trade		
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 students’ understanding about the variety of PR campaigns and their application within an organisation, develop skills in creating and executing PR campaigns.		
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 creation of PR campaigns in different types of organisations and various situations (discussion). 1.2. A student defines and compares the notions of PR campaigns, interprets their application in different situations and justifies one’s opinion (final test). 2. Skills: 2.1. A student analyses the creation of PR campaigns in different types of organisations and various situations, and describes the used PR tools (discussion). 3. Competences: 3.1 . A student assesses and systematizes current tendencies in creating PR campaigns and newest technologies, justifies one’s opinion in order to illustrate the effectiveness of PR campaigns (discussion, final test).			
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	Exam
1.	Planning and management of public relations 1.1.Planning of PR 1.2.Meaning of PR in business 1.3.Meaning of PR specialist in an enterprise 1.4.Work organization of PR 1.5.PR in practice	8	4	1	2	2
2.	PR and society 2.1. PR in context 2.2. Enterprise development – business stage 2.3 Enterprise description and public opinion 2.4 Factors affecting PR planning		6	2	2	
3.	Process of PR planning 3. 1. Meaning of PR planning 3.2. Policy of PR 3.3. Basic issues of planning 3.4. Planning stages		4	1	2	
4.	PR planning and analysis 4.1. Analysis – first step in planning 4.2. Interested parties and research 4.3. Research process		4	2	2	
5.	Defining goals in PR campaigns 5.1. Meaning of attitude in the process of behaviour change 5.2. Communication chain		6	2	2	

	5.3. Communication on internet 5.4. Defining goals					
6.	Society and message formation 6.1. Public opinion 6.2. Message formation 6.3. Media auditorium		6	2	2	
7.	PR strategy and tactics. Time constraints and resources in campaign planning 7.1. Essence of strategy 7.2. From strategy to tactics 7.3. Emergency action planning 7.4. Time limits 7.5. Long-term plans 7.6. Resources		6	2	2	
8.	Assessment and report of PR campaigns 8.1. SMART model 8.2. Success assessment 8.3. Assessment principles		4	2	2	
<b>TOTAL:</b>		8	40	14	16	2
<b>80</b>						

**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%)
<b>Knowledge</b>	Assesses and describes the creation of PR campaigns in one type of organisation and in one situation. Defines and compares the notions of PR campaigns, cannot interpret the application in different situations	Assesses and describes the creation of PR campaigns in different type of organisation and in various situation. Defines and compares the notions of PR campaigns, interprets it in a situation	Assesses and describes the creation of PR campaigns in different type of organisation and in various situation. Defines and compares the notions of PR campaigns, interprets it in a situation and

			justifies one's opinion
<b>Skills</b>	Incompletely analyses the creation of PR campaigns indifferent types of organisation and in various situations. Names the used PR tools.	Analyses the creation of PR campaigns indifferent types of organisation and in various situations. Describes the used PR tools.	Analyses the creation of PR campaigns indifferent types of organisation and in various situations. Describes the used PR tools and makes suggestions for their improvement
<b>Competences</b>	Assesses and systematizes current tendencies in the creation of PR campaigns and applied newest technologies, cannot explain the effectiveness of PR campaigns	Assesses and systematizes current tendencies in the creation of PR campaigns and applied newest technologies, incompetely justifies one's opinion in order to illustrate the effectiveness of PR campaigns	Assesses and systematizes current tendencies in the creation of PR campaigns and applied newest technologies, justifies one's opinion in order to illustrate the effectiveness of PR campaigns

**Acknowledgement of the obtained study results**

<b>Study Results</b>	<b>1.</b>	<b>2.</b>	<b>3.</b>
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Exam	X	-	X

**Core Literature**

1.	Gregorija Anne "Sabiedrisko attiecību kampaņu plānošana un vadīšana", PR sērija, LID, 2008.
2.	Rožukalne Anda "KAS? KUR? KĀDA? MŪSDIENU MEDIJU AUDITORIJA" «Biznesa augstskola Turība», 2011.

**Additional Literature**

1.	Grīns Endijs "Efektīva personiskā saziņa sabiedriskajās attiecībās", PR sērija, LID, 2008.
2.	Grīns Endijs "Radošas sabiedriskās attiecības", PR sērija, LID, 2008

**Recommended Periodicals**

1.	<a href="http://www.integration.lv/uploads/files/informativie-materiali/mediji_un_daudzveidiba.pdf">http://www.integration.lv/uploads/files/informativie-materiali/mediji_un_daudzveidiba.pdf</a>
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