

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Journalism
1.5 Level of study	Bachelor
1.6 Study program / Qualification	

2. Information about the discipline

2.1 Discipline title	Media Relations Techniques						
2.2 Course lecturer	PhD. Cristina Nistor						
2.3 Seminar assistant	PhD. Cristina Nistor						
2.4 Year of study	II	2.5 Semester	IV	2.6. Evaluation type	E	2.7 Discipline type	DF

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	154	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					67
Supplementary documentation in the library, on electronic platforms and in the field:					15
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					10
Tutorials					34
Examinations					8
Other activities:					
3.7 Total hours of individual study	84				
3.8 Total hours per semester	154				
3.9 Number of credits	3				

4. Prerequisites (where applicable)

4.1 based on the curriculum	<ul style="list-style-type: none"> Introduction in Media Studies; Journalistic Genres; Radio Journalism; TV Journalism; Online Journalism.
4.2 based on competences	<ul style="list-style-type: none"> -

5. Conditions (where applicable)

5.1 for the course	<ul style="list-style-type: none"> Classroom, laptop, video-projector, (audio) speakers
5.2 for the seminar/laboratory	<ul style="list-style-type: none"> Classroom, laptop, video-projector, (audio) speakers

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Identification and use of language, methodologies and expertise in the science of communication • Identify and use specific elements of ethics and social responsibility of journalists • Describe different types of audience / public involved in the communication • Management of media information.
Transversal competencies	<ul style="list-style-type: none"> • Evaluation in need for insertion and adaptation to market demands

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • Ensuring students skills to assimilate radio journalism theory.
7.2 Specific objectives	<ul style="list-style-type: none"> • Ensuring students skills to identify different types of audience / public involved in the communication • Ensuring students skills to respect professional deontology related to professional media relations.

8. Contents

8.1 Course	Teaching methods	Observation
1. Introducing the course topics; exam conditions and bibliographical recommendations. Introducing the specific terminology.	Lecture and applied case studies.	
2. Media Industry and Professional Media Communication System.	Lecture and applied case studies.	Individual study: 4.5 hours
3. Media audiences – studies and analysis regarding media consumption and media audiences.	Lecture and applied case studies.	Individual study: 4.5 hours
4. Different media formats – <i>traditional</i> vs new media formats and technologies.	Lecture and applied case studies.	Individual study: 4.5 hours
5. The relation between professional communicators, media and authorities. Case studies and examples.	Lecture and applied case studies.	Individual study: 4.5 hours
6. The press office / the communication department – structure, mission, team, specific activities etc.	Lecture and applied case studies.	Individual study: 4.5 hours
7. The press release – specific elements regarding the editing, releasing etc.	Lecture and applied case studies.	Individual study: 4.5 hours
8. The press conference – organization, location, date, structure, evaluation and feed-back etc.	Lecture and applied case studies.	Individual study: 4.5 hours
9. The press folder and the press review – structure, role.	Lecture and applied case studies.	Individual study: 4.5 hours
10. Crisis Communication – crisis tipologies, specific strategies of communicating a crisis etc.	Lecture and applied case studies.	Individual study: 4.5 hours

11. Media Relations in the online media industry – the online media communication platforms and other online communication strategies.	Lecture and applied case studies.	Individual study: 4.5 hours
12. The PR Campaign – introducing and analyzing the standard 8 stages.	Discussion based on questions strictly related to radio industry.	Individual study: 4.5 hours
13. Guest speaker – a professional media communicator.	Speech and a Q&A session. Discussion based on questions related to media relations industry.	Individual study: 4.5 hours
14. Final review of the topics covered during the semester. Answering all the students' questions in order to assure the final exam.	Lecture and a Q&A session.	Individual study: 4.5 hours

Resources:

- Digital News Report 2015 - <http://www.digitalnewsreport.org/>
- A Handbook Media Relations (by UNESCO)/ http://portal.unesco.org/en/files/16819/10666628213Media-guide_maq.pdf/Media-guide_maq.pdf#page=1&zoom=100,-283,603
- Dictionary of Public Relations Measurement and Research (paper of the Institute for Public Relations) <http://www.instituteforpr.org/wp-content/uploads/Dictionary-of-Public-Relations-Measurement-and-Research-3rd-Edition11.pdf>
- A Study of PR Practitioners' Use of Social Media in Crisis Planning / <http://www.prsa.org/intelligence/prjournal/documents/2011wigleyzhang.pdf>
- The 10 Steps Of Crisis Communications / <http://www.bernsteincrisismanagement.com/articles/10-steps-of-crisis-communications.html>
- Ten Core Media Relations Strategies / <http://aboutpublicrelations.net/uctomic1.htm>
- Successful Media Relations / <http://aboutpublicrelations.net/ucpotvina.htm>
- How to Get Better Media Coverage / <http://aboutpublicrelations.net/ucturner1.htm>
- How To Get the Media Interested in You / <http://aboutpublicrelations.net/ucmfriedman3.htm>
- Plugging In New PR Technologies / <http://aboutpublicrelations.net/uckulesa1.htm>
- Create an Online Newsroom / <http://advertising.about.com/od/publicrelationsresources/a/onlinenewsroom.htm>
- Online Newsroom Best Practices / <http://www.prnewswire.com/knowledge-center/online-public-relations/Online-Newsroom-Best-Practices.html>
- State of News Media 2015 - http://www.journalism.org/2015/04/29/state-of-the-news-media-2015/?utm_expid=53098246-2.Lly4CFSVQG2lphsg-KopIg.0&utm_referrer=https%3A%2F%2Fwww.google.ro

Examples of Online Newsrooms / Press Centers:

- European Union Newsroom / http://europa.eu/newsroom/index_en.htm
- And the Best International 100 BRANDS: www.interbrand.com/
- LIST of PR International Organizations: <http://www.arrp.ro/organizatii-internationale.html>
- The Institute for PR - <http://www.instituteforpr.org>
- The Museum of Public Relations / <http://www.prmuseum.com/>
- The Public Relations Society of America / <http://www.prsa.org/>

8.2 Seminar / laboratory	Teaching methods	Observations
1. Introducing the seminar topics; and bibliographical recommendations.	Applied case studies	
2. Media Industry	Applied case studies	
3. The press office / the communication department – structure, mission, team, specific	Applied case studies	

activities		
4. The press release – specific elements regarding the editing, releasing etc.	Student will present their assignments.	
5. The press conference – organization, location, date, structure, evaluation and feedback etc.	Student will present their assignments.	
6. Crisis Communication – crisis typologies, specific strategies of communicating a crisis	Student will present their projects.	
7. Media Relations in the online media industry – the online media communication platforms and other online communication strategies.	Student will present their projects.	

Bibliography

1. Digital News Report 2015 - <http://www.digitalnewsreport.org/>
 2. A Handbook Media Relations (by UNESCO)/ http://portal.unesco.org/en/files/16819/10666628213Media-guide_maq.pdf/Media-guide_maq.pdf#page=1&zoom=100,-283,603
 3. Dictionary of Public Relations Measurement and Research (paper of the Institute for Public Relations) <http://www.instituteforpr.org/wp-content/uploads/Dictionary-of-Public-Relations-Measurement-and-Research-3rd-Edition11.pdf>
 4. A Study of PR Practitioners' Use of Social Media in Crisis Planning / <http://www.prsa.org/intelligence/prjournal/documents/2011wigleyzhang.pdf>
 5. The 10 Steps Of Crisis Communications / <http://www.bernsteincrisismanagement.com/articles/10-steps-of-crisis-communications.html>
 6. Ten Core Media Relations Strategies / <http://aboutpublicrelations.net/uctomic1.htm>
 7. Successful Media Relations / <http://aboutpublicrelations.net/ucpotvina.htm>
 8. How to Get Better Media Coverage / <http://aboutpublicrelations.net/ucturner1.htm>
 9. How To Get the Media Interested in You / <http://aboutpublicrelations.net/ucmfriedman3.htm>
 10. Plugging In New PR Technologies / <http://aboutpublicrelations.net/uckulesa1.htm>
 11. Create an Online Newsroom / <http://advertising.about.com/od/publicrelationsresources/a/onlinenewsroom.htm>
 12. Online Newsroom Best Practices / <http://www.prnewswire.com/knowledge-center/online-public-relations/Online-Newsroom-Best-Practices.html>
 13. State of News Media 2015 - http://www.journalism.org/2015/04/29/state-of-the-news-media-2015/?utm_expid=53098246-2.Lly4CFSVQG2lphsg-Koplg.0&utm_referrer=https%3A%2F%2Fwww.google.ro
- Examples of Online Newsrooms / Press Centers:
14. European Union Newsroom / http://europa.eu/newsroom/index_en.htm
 15. And the Best International 100 BRANDS: www.interbrand.com/
 16. LIST of PR International Organizations: <http://www.arrp.ro/organizatii-internationale.html>
 17. The Institute for PR - <http://www.instituteforpr.org>
 18. The Museum of Public Relations / <http://www.prmuseum.com/>
The Public Relations Society of America / <http://www.prsa.org/>

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

Content taught and the requirements of this class respond to the professional communication industry.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written test	Exam	6 points
10.5 Seminar/laboratory	Project	Student' Projects	4 points – projects
10.6 Minimum performance standard			
If the student received maximum points at the seminar, he will pass the exam if he gets 0.5 points at the exam.			

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department's signature

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