**Course descriptor**

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| Title of the course | **Public Relations** |
| Title of the Academic Programme  | BA in Political Science & World Politics |
| Type of the course | core |
| Prerequisites | No |
| ECTS workload | 5 |
| Total indicative study hours | Directed Study | Self-directed study  | Total |
| 52 | 138 | 190 |
| Course Overview |  The course on Public Relations presents one of the important professional areas related to politics. The course is aimed at studying means, mechanisms and technologies of social communications in politics and business, including the use of special events, charity, and media as PR strategies. The course systemized the goals, arrangements, forms and methods of PR, as well as its effectiveness assessment. |
| Intended Learning Outcomes (ILO) | ULO – 7: Able to work in teamULO – 8: Able to efficiently communicate based on the goals and communication situationsULO – 9: Able to think critically and interpret the experience (personal and of other persons), relate to professional and social activitiesULO – 10: Able to conduct professional activities internationallyPLO – 7: Student is capable of taking part in information dissemination through various media and information channels (both mass and individual), as well as in information campaigns. |
| Indicative Course Content | The course consists of interactive lectures, and practically oriented seminars with case studies, role modeling and group work. |
| Teaching and Learning Methods | The course consists of interactive lectures, and practically oriented seminars with case studies, role modeling and group work. |
| Indicative Assessment Methods and Strategy | The formative assessment consists of the following marks: * In-class participation (literature discussion at the seminars, group work, case studies in class) – 45 %
* Project (written project and oral presentation) – 55 %

The final mark consists of the following marks: * Formative assessment – 65 %

Written exam (two questions in a question card) – 35 % |
| Readings / Indicative Learning Resources | Mandatory * Dilenschneider, Robert L.. AMA Handbook of Public Relations, AMACOM, 2010. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=484970>.
* Smith, Ronald D.. Strategic Planning for Public Relations, Routledge, 2017. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=4862851>.
* Temporal, Paul. Branding for the Public Sector : Creating, Building and Managing Brands People Will Value, John Wiley & Sons, Incorporated, 2014. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=1866579>.

Optional* Stacks, Don W.. Primer of Public Relations Research, Third Edition, Guilford Publications, 2016. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=4715214>.
* Coombs, W. Timothy, and Sherry J. Holladay. It's Not Just PR : Public Relations in Society, John Wiley & Sons, Incorporated, 2013. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=1295020>.

McNair, Brian. An Introduction to Political Communication, Taylor & Francis Group, 2003. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=171432> |
| Course Instructor | Prof. Grigory Tulchinsky |