

# COURSE OUTLINE

## 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	of Letters
1.3 Department	Department of Theoretical and Applied Linguistics
1.4 Field of study <sup>1)</sup>	Master
1.5 Study level <sup>2)</sup>	Master
1.6 Study programme/Qualification	Culture and discourse in the Anglo-American space (IFR)

## 2. Data about the course

2.1 Name of course	<b>Public Relations from an Intercultural Perspective</b>							
2.2 Course convenor	Conf. dr. Stanca MĂDA							
2.3 Seminar/ laboratory/ project convenor								
2.4 Study year	1	2.5 Semester	1	2.6 Evaluation type	C	2.7 Course status	Content <sup>3)</sup>	DCA
							Attendance type <sup>4)</sup>	DO

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

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					54
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					12
Tutorial					2
Examinations					2
Other activities					2
3.7 Total number of hours of student activity		86			
3.8 Total number per semester		100			
3.9 Number of credits <sup>5)</sup>		4			

## 4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> <li>Elements of pragmatics and semantics.</li> </ul>
4.2 competences-related	<ul style="list-style-type: none"> <li>It is not the case.</li> </ul>

## 5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> <li>-</li> </ul>
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> <li>Classroom with video projector</li> </ul>

## 6. Specific competences and learning outcomes

Professional competences	<p>Cp4. knowledge of techniques for analyzing various linguistic and literary structures L.O.4. The graduate integrates and pertinently applies the analysis of linguistic and/or literary structures in various professional situations.</p> <p>Cp6. diversified and in-depth knowledge of communication modes and styles Cp7. knowledge of the requirements of team work L.O.6. The graduate is able to use a variety of modes and styles of communication appropriate to specific situations in the field. L.O.7. The graduate is able to adapt effectively to the conditions of working in professional teams.</p>
Transversal competences	<p>Ct1. knowledge of communication and cooperation strategies in professional and/or intercultural contexts L.O.1. The graduate is able to communicate ideas, values, attitudes in English effectively and appropriately in different contexts.</p> <p>Ct2. know how to apply acquired knowledge in different professional and research situations L.O.2. The graduate is able to organize his/her professional and research work effectively and creatively.</p>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	To familiarize students with basic notions in the field of internal and external public relations specific to an organization (company or public institution). Awareness of the importance of intercultural coordination in public relations work.
7.2 Specific objectives	Developing a public relations campaign with intercultural communication elements.

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Public relations. Definition. Typology. Intercultural context	exposure in ID technology	2	
Public relations - an intercultural experience	exposure in ID technology	2	
Organizations and communicative behaviours in intercultural PR	exposure in ID technology	2	
Planning in public relations	exposure in ID technology	2	
Public relations campaign	exposure in ID technology	2	
Professional conduct in public relations.	exposure in ID technology	2	
Internal public relations.	exposure in ID technology	2	
<b>Bibliography</b> <ol style="list-style-type: none"> <li>1. Beamer, L.; Varner, I. (2008) <i>Intercultural Communication in the Global Workplace</i>. International Edition – McGraw Hill;</li> <li>2. Coman, C. (2006) <i>Relațiile publice. Principii și strategii</i>. Iași: Polirom;</li> <li>3. Dagenais, B. (2002) <i>Profesia de relaționist</i>. Iași: Polirom;</li> <li>4. Dagenais, B. (2003) <i>Campania de relații publice</i>. Iași: Polirom;</li> <li>5. Holmes, J.; Stubbe, M. (2003) <i>Power and Politeness in the Workplace. A Sociolinguistic Analysis of Talk at Work</i>. London: Pearson Education;</li> <li>6. Ionescu-Ruxăndoiu, L.; Hoinărescu, L. (editori) (2006) <i>Cooperation and Conflict in Ingroup and Intergroup Communication</i>. București: Editura Universității din București;</li> <li>7. Mucchielli, A. (2008) <i>Comunicarea în instituții și organizații</i>. Iași: Polirom;</li> <li>8. Popescu, L. G. (2007) <i>Comunicare în administrația publică</i>. București: Editura Economică;</li> </ol>			

9. Rădulescu, C. (2005) *Comunicare și relații publice*. București: Editura Universității din București;
  10. Șerb, S. (2000) *Relații publice și comunicare*. București: Teora.
  11. Daymon, Christine, Immy Holloway. 2011. *Qualitative Research Methods in Public Relations and Marketing Communications*. 2<sup>nd</sup> edition. London, New York: Routledge.
  12. Silvia, Tony, Terry Anzur. 2011. *Power Performance. Multimedia Storytelling for Journalism and Public Relations*. Oxford: John Wiley & Sons.
- Stacks, Don W. 2011. *Primer of Public Relations Research*. 2<sup>nd</sup> edition. New York, London: The Guilford Press

**Material in ID-IFR technology:** Stanca MĂDA, *Public Relations from an Intercultural Perspective*, curs în tehnologie ID (format electronic)

8.2 Seminar/laboratory/project	Teaching-learning methods	Number of hours	Remarks
Introduction to PR. Intercultural coordinates	alternating exposure with interactive method	2	topic in the subject calendar
Organizations. PR Campaign (Research and Planning)	alternating exposure with interactive method	2	topic in the subject calendar
PR Campaign (Implementation and Evaluation). Internal campaigns.	alternating exposure with interactive method	3	topic in the subject calendar

#### Bibliography

**Material in ID-IFR technology:** Stanca MĂDA, *Limbajul profesional*, curs în tehnologie ID (format electronic), adaptat pentru predarea în limba engleză.

### 9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course content and the related practical activities meet the needs of integrating our graduates into the labor market, in prestigious multinational companies, by integrating the language skills acquired over the years in various professional communication scenarios. Graduates can move on to any activity involving effective communication, responsible information and skillful negotiation.

### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course		Written grid exam	60%
10.5 Seminar/ laboratory/ project		Practical work	40%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> <li>To obtain at least 50% of the marks for each test.</li> </ul>			

This course outline was certified in the Department Board meeting on 23/09/2024 and approved in the Faculty Board meeting on 23/09/2024.

Conf. dr. Adrian LĂCĂTUȘ, Dean	Prof. dr. Răzvan SĂFTOIU, Head of Department
Conf. dr. Stanca MĂDA, Course holder	Conf. dr. Stanca MĂDA, Holder of seminar/ laboratory/ project

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);
- 4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).