**BSc Media and Communication**

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| **Subject** | **Public Relations**    Type Semester ECTS Code  OBLIGATORY IV 5 90PUR201 |
| **Lecturer**  **Assistant**  **Supervisor** | Dr. Xheavhire Millaku |
| **Aims and objectives** | The aim of the course is to teach / introduce studenst the basic theories, contemporary concepts, techniques and format of communication with the public; the use of critical thinking and active listening. The course also aims to introduce students good practicies for management crises with practices through public communication and the development of communication strategies and plans. |
| **Expected outcomes** | Students will achieve competences based on the theoretical the public relation, the strength and power of speech in the public. They will know the method of finding persuasive messages. As well, students will strengthen the competence of creating accurate speeches and persuasion. Will know the methods of persuasion and thought-critical reflection. Students will learn good crisis management practices through communication with the public, develop new communication skills in the organization where they work and in society, and will know the key elements for successful public communication. |
| **Subject content** | Weekly Plan Week   1. Lecture introduce 2. The history of PR 3. Basic Public Relation theory 4. The role of the public speaker    1. Clear message    2. Creation image 5. Writing and organize the speech 6. Public relation ethic and culture 7. Public Speaking 7.1Methods of public speaking 8. Methods of conviction    1. Methods of critical thinking 9. Manage crises through public relations 10. Public relation and media 11. Public relation and marketing function 12. Communications and listening 13. Communications and Strategy creation 14. Research good practices 15. Conclusion |
| **Teaching methods** | Activity Mark weight (%)   1. Lectures 60% 2. Seminars 20% 3. Case studies 20% |
| **Assessment methods** | Assessment activity Week Mark weight   1. Mid-term exam 7 20% 2. Case study 12 20% 3. Participation 1-12 10% 4. Final exam 14 50 % |
| **Sources and means of the implementation of the course** | Means Number   1. Classroom 2. Moodle 3. Projector |
| **Load and activities** | Activity type Weekly hours Overall load   1. Lectures 2 30 2. Seminars 1 15 3. Case studies 80 |
| **Literature/References** | Lattimore Dan et al., Marrëdhëniet me Publikun: Profesioni dhe Praktika, Botimi IV, Londër, McGraw-Hill Higher Education-2012  McNair, Brain, Hyrje në Komunikimin Politik, UET Press, Tiranë, 2009.  Stephen E. Lucas, Arti i të folurit në Publik, UET Press, Tiranë, 2010.  Marrëdhëniet publike, Joe Mrconi, UET Press, 2010.  McLuhan, Marshall, Instrumentet e Komunikimit. Media si një zgjatim i njeriut, Instituti i Dialogut dhe Komunikimit, Tiranë, 2004. |
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