



SYLLABUS

Public Relations

Academic year 2025-2026

1. Information about the study program

1.1. University	"Babeș-Bolyai" University
1.2. Faculty	The Faculty of Letters
1.3. Department	Applied Modern Language
1.4. Field of study	Philology
1.5. Study cycle (BA/MA)	University, master's level
1.6. Study programme/Qualification	European Master of Conference Interpreting / Master's Degree
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title			Public Relations					Course code		LMC1108		
2.2. Course tutor					Silvia Blanca Irimiea, Associated Professor							
2.3. Seminar / practical course (laboratory) tutor												
2.4. Year of study			2.5. Semester			2.6. Type of assessment		C	2.7. Course status		Contents	
											Mandatory	M

3. Total estimated time (teaching hours per semester)

3.1. Number of hours per week	1	of which: 3.2 course	-	3.3 seminar / practical course (laboratory)	
3.4. Total number of hours in the curriculum	14	of which: 3.5 course	-	3.6 seminar / practical course (laboratory)	14
Allotted time for individual study (ID) and self-study activities (SA)					hours
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					hrs
Additional research (in the library, online scientific databases/platforms, or field documentation)					20
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					50
Tutoring					-
Assessment (examinations)					8
Other activities:					6
3.7. Total hours for individual study (ID) and self-study activities (SA)					6 X 14 = 84
3.8. Total hours per semester					7 X 14 = 98
3.9. Number of credits					4

4. Prerequisites (if necessary)

4.1. curriculum	None
4.2. skills	None



5. Conditions (if necessary)

5.1. for delivering lectures	IT equipment
5.2. for teaching seminars / practical courses (laboratory classes)	

6. Acquired specific skills

Professional/essential skills	<p>C5. Ability to communicate efficiently in professional and institutional multilingual PR environments (in languages A, B, C).</p> <p>C5.1 Capacity to define, present and explain the principles and theories for an effective PR communication which can be applied to various linguistic registers in languages A, B, C.</p> <p>C5.2 Mastery/proficiency in the use of notions, concepts, principles for a correct identification and an accurate interpretation of new contexts and/or professional circumstances that can affect effective/successful written and oral PR communication in multilingual environments.</p> <p>C5.3 The skillful use of PR principles and strategies for problem-solving issues, for the settlement of new theoretical and practical problems, misunderstandings and other PR-based issues such as type of speech, specialized field, interpersonal, professional relations, etc.).</p> <p>C5.4 The evaluation of the advantages and drawbacks of various strategies or types of (PR) professional communication (domain- and text-specific for PR communication in languages A, B, and C).</p> <p>C5.5 Acquisition of assessment and self-assessment PR skills /techniques; ability to analyse and evaluate an efficient PR communicative performance in languages A, B, C; the use of self-evaluation techniques as benchmarks for the adoption of an adequate/successful PR communicative behavior.</p>
Transversal skills	<p>CT.1. Optimal, rigorous and responsible management of professional tasks and use of skills for an effective and timely execution thereof; rapid identification of problems and adequate solutions to sensitive issues.</p> <p>Awareness of the PR-specific code of ethics and skillful use of the ethical norms (eg: fairness, confidentiality).</p>

7. Course objectives (derived from the acquired specific skills)

7.1 General objective of course	<p>To provide theoretical knowledge that leads to understanding the role of public relations, the specific code of ethics, the elements and mechanisms that underlie the functioning of public relations (both the general and particular tools and principles, such as design/planning, organization, implementation and evaluation/ analysis of an efficient and effective communication during events, programs, campaigns).</p> <p>To ensure the acquisition of skills for the use of public relations techniques, tools and strategies in real-life conditions (for specific written, oral or video PR activities).</p>
7.2 Specific objectives	<p>To foster the acquisition of the main concepts and terms used in the field.</p> <p>To consolidate the ability to carry out PR projects based on the acquired knowledge.</p> <p>To enhance the ability to evaluate the advantages vs the disadvantages of various strategies used for context-specific and text-type-dependent professional communication.</p> <p>To consolidate the ability to use and valorise successfully PR forms of written communication (press releases, statements of principles, press files, campaign plans, organization files, reports), oral forms of communication (e.g. briefings, press conferences, statements and interviews, visits) , and video means.</p> <p>To help students evaluate performances and take the required corrective action.</p>



8. Contents

8.1 Course	Teaching methods	Remarks
Public relations (PR). Definition and approaches. The role of public relations within organizations. Public relations and related fields. Image, message, public information, basic tools, written, verbal, visual and electronic techniques. Case Studies.	Guided discussions - Heuristic conversation - Examples / audio/ video - Lecture combined with practical activities. - Case study, simulation, role play case study (various video and audio recordings),	
A history of the evolution of PR practices and studies. Audiences and public opinion. Public opinion research.	-Case study -Independent research -Discussion	
The role of practitioners/experts. The role and place held by public relations in translating and the conference interpreting.	- Presentation - Examples - Debate	
Public relations management. PR events, campaigns and programmes. Case studies.	- Presentation - Examples - Case study, simulation, role play	
Crisis communication. Case studies, examples. Campaign evaluation: success vs failure.	- Presentation - Examples	
Evaluating/assessing the outcomes/effectiveness of crisis communication strategies, resources; designing and starting a new cycle.	- Development of projects (variable complexity) and discussion	
Social and professional responsibility. The PR code of ethics. Examples of successful PR experts: David Axelrod and the success of Obama's presidential campaign. Further examples/case studies in politics and interpreting (Jon Favreau, political commentator, podcaster, the former director of speechwriting for President Barack Obama).	-Presentation -debate	
Bibliography Recommended resources Blundel Richard, 2004, <i>Effective Organisational Communication</i> , Prentice Hall, England. Coman Cristina, 2001, <i>Relațiile publice. Principii și strategii</i> , Polirom Collegium, Iași; David George, 2008, <i>Tehnici de relații publice</i> , Polirom Collegium, Iași; Irimiea Silvia, 2010, Compendiu: RP, Catedra LMA; Marconi Joe, 2007, <i>Ghid practic de relații publice</i> , Polirom Collegium, Iași; Newsom, Doug, Turk Judy, Kruckeberg Dean, 2003, <i>Totul despre relațiile publice</i> , Ed. Polirom, Iasi. Oprea, Luminita, 2005, <i>Responsabilitate sociala corporatista</i> , Editura Tritonic, Bucuresti Pop Doru, 2001, <i>Introducere în teoria relațiilor publice</i> , Editura Dacia, Cluj-Napoca; Preda Sorin, 2006, <i>Tehnici de redactare în presa scrisă</i> , Editura Polirom, Iași Surse online http://www.america.gov/publications/books/handbook-of-independent-journalism.html Silver Sarah, 2003, <i>A Media Relations Handbook for Non-Governmental Organizations</i> , http://www.ijf-cij.org/silver pdf <i>Guidelines on creating a press kit</i> , http://www.telusys.com-reference-presskit.pdf http://www.mediatruster.org/online_guides/		



8.2 Seminar / practical course (laboratory class)	Teaching methods	Remarks
Bibliography		

9. Validating course contents based on the expectations of epistemic communities, professional associations and of potential employers related to the field of study.

The course content is consistent with that taught in similar study programs in European and national universities which train specialists in the field. The MEIC degree program has been designed to meet the requirements and exigencies of the training offered by the European Master in Conference Interpreting consortium.

10. Assessment (examination)

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course	The evaluation will be carried out both during the semester and during the colloquium/examination	Individual project work followed by discussions/ colloquium/examination.	70% - final examination/colloquium 30% - semester tasks and projects
10.5 Seminar/practical course (laboratory class)			
10.6 Basic performance standard Mastery of basic domain-specific competences and skills which enable the students to function adequately in interpreting and translating work environments.			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development

Date:
2025.02.10

Course tutor's name and signature

Seminar tutor's name and signature /
Practical course tutor's (Laboratory tutor's)
name and signature,



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Date of approval:
2025.02.14

Head of Department's name and signature,