



**University of New York/Tirana**  
**PUBLIC RELATIONS Course**  
**Course Syllabus**

**Instructor:** **Alma Bici**  
**E-mail** [abici@agnagroup.com](mailto:abici@agnagroup.com); [almabici@hotmail.com](mailto:almabici@hotmail.com)  
**Mob. + 355 68 20 63 003**

**Course description:** Public Relations as an emerging profession, has continuously generated discussion and debate. Its perceptions vary throughout the years as to the historical and socio-economic developments.

This course will examine the concept and nature of PR as a profession, its role, process, strategy, tactics and practice.

**Course objectives:**

- Students will understand the Public Relations concept and nature, as well as its role in a complex society
- Students will be able to analyze different PR situations
- Students will be able to develop PR strategies

**Course Format:**

These objectives will be achieved by a combination of lectures, discussions, videos, cases, in-class activities, assignments. You are expected to prepare the assigned material, to attend the class and to actively participate in class discussions.

**Textbook:** Cameron, G. T., Wilcox, D.L. (2006) *PUBLIC RELATIONS, STRATEGIES AND TACTICS*, 8<sup>th</sup> edition, Pearson Education

**Required Additional Readings:**

Readings will be made available through various ways: electronic copy (when available); hard copy in the previous class.

**Grading:**

Active class participation	20%
Case studies preparation and presentation	
Interviews	
Press releases	
Homework assignment	
Class attendance	
Research paper	20%
Mid- term exam	25%
<u>Final exam</u>	<u>35%</u>
	100%

<b>Date</b>	<b>Contents</b>	<b>Assignments</b>
<b>Week 1</b> (08.10.07)	Introduction to the course and text The nature of Public Relations and its Evolution <b>Chapters 1 and 2</b>	
<b>Week 2</b> (15.10.07)	Public Relations Departments and Firms; <b>Chapter 4</b>	
<b>Week 3</b> (22.10.07)	Ethics and Professionalism <b>Chapter 3</b>	
<b>Week 4</b> (29.10.07)	Research, Program Planning <b>Chapters 5, 6</b>	
<b>Week 5</b> (05.11.07)	Communication and Evaluation <b>Chapters 7, 8</b>	Research paper assigned
<b>Week 6</b> (12.11.07)	Public Opinion and Persuasion; <b>Chapter 9</b>	
<b>Week 7</b> (19.11.07)	<b>Mid-term exam</b>	
<b>Week 8</b> (26.11.07)	Conflict management: Dealing with Issues, Risks, and Crises <b>Chapter 10</b>	
<b>Week 9,</b> (03.12.07)	The Audience and How to Reach it Corporations <b>Chapters 11, 17</b>	
<b>Week 10</b> (10.12.07)	Research Papers presentation and discussion	Research paper submitted
<b>Week 11</b> (17.12.07)	Public Relations and the Law; <b>Chapter 12</b> International Public Relations <b>Chapter 19</b>	
<b>Week 12</b> (07.01.08)	Politics and Government; Education <b>Chapters 18, 21</b>	
<b>Week 13</b> (14.01.08)	Written, Spoken and Visual Tactics <b>Chapters 14, 15, 16</b>	
<b>Week 14</b> (21.01.08)	Written, Spoken and Visual Tactics <b>Chapters 14, 15, 16</b>	
<b>Week 15</b> (28.01.08)	<b>Final exam</b>	

**Rules:**

1. Continuing and regular use of e-mail is required.
2. Arrive on time.
3. All assignments must be typed.
4. Late assignments will be penalized at the rate of 10% for each 24 hours of lateness.
5. If you must miss the midterm exam, the final exam, or an assignment deadline due to a serious medical problem, then you MUST telephone the professor prior to the exam or due date to re-schedule. A doctor's certificate will be required.

If you feel that you have special learning difficulties, please, make an appointment with Ms. Angela Gramo. Ms. Anxhela Gramo is trained to help students with learning difficulties. She shall provide this service to UNYT students, just as it is offered in all American universities.

**Good Luck!** 😊