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| *Title and Code of Course*: Public Relations ERPB-BKO 4114 |
| *Instructor’s Name*: Dr. György Szondi |
| *Instructor’s Email Address*: szondi.gyorgy@kre.hu   |  |  |  |  | | --- | --- | --- | --- | | Credit Point Value:  **6** | Number of Lessons per Week: **2** | Type of Course:  **Seminar**  **Lecture** | Method of Evaluation:  **Oral Examination**  **In-Class Presentation**  **Other** | |
| **Course Description:**  The aim of this course is to examine the nature and role of public relations in organizational and societal contexts. This course explores the functions, practices and growing application of public relations in private industry and the public sector. Emphasis is placed on the planning and execution of public relations campaigns and the different areas of public relations, such as media relations, corporate social responsibility, crisis communication and internal communication. Several case studies will be discussed and guest speakers from the PR industry invited. |
| **Bibliography:**  Coombs, T and Holladay, S (2010) PR Strategy and Application: Managing Influence, Wiley Publisher.    Theaker, A (2012) The Public Relations Handbook (4th ed), Routledge  Tench, R. and Yeomans, L. (2009) Exploring Public Relations, FT, Prentice Hall |