

Title and Code of Course: Public Relations
ERP-BKO 4114

Instructor's Name: Dr. György Szondi

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Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar <input checked="" type="checkbox"/> Lecture <input type="checkbox"/>	Method of Evaluation: Oral Examination <input type="checkbox"/> In-Class Presentation <input type="checkbox"/> Other <input checked="" type="checkbox"/>
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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