

Course Code	Public Relations Principles UNYP 91342
Level	Upper-level course in a Bachelor's degree program
Credits	3 semester credits / 6 ECTS
Pre-requisite(s)	None

Scheduled meetings	45 hours
Average preparation time	105 hours
Total student work time	150 hours

Description This course presents a contemporary and comprehensive theoretical and practical introduction to the role of public relations in an information-based society.

Learning outcomes Upon successfully completing this course, the student will be able to:

- apply Public Relations principles to actual situations;
- define the differences between other related concepts like publicity, advertising, press agents, public affairs, issues management, lobbying, etc.;
- apply Public Relations skills to marketing functions of organizations;
- develop an independent Corporate and Brand Communication Strategy;
- plan and execute a full-scale PR Campaign;
- analyze and use PR research methods;

Study literature

Public Relations An Introduction (Second Edition) Shirley Harrison. Thomson Learning.

The Handbook of Strategic Public Relations & Integrated Communications. Clarke L. Caywood, Ph.D. McGraw Hill.

Effective Public Relations (Eight Edition). Scott M. Cutlip, Allen H. Center, Glen M. Broom. Prentice Hall.

Strategic Planning for Public Relations (Third Edition). Ronald D. Smith. Lawrence Erlbaum Associates, Publishers

The Global Public Relations Handbook (Second Edition). Krishnamurthy Sriramesh, Dejan Verčič. Lawrence Erlbaum Associates, Publisher.

The NEW RULES of MARKETING & PR (Second Edition). David Meerman Scott. John Wiley & Sons, Inc.

STRATEGIC PUBLIC RELATIONS 10 PRINCIPLES TO HARNESS THE POWER OF PR. Jenifer Gehrt & Colleen Moffitt. Edwards Brothers, Inc.

SOCIAL MEDIA AND PUBLIC RELATIONS. Deirdre K. Breakenridge. Pearson Education, Inc.

The AMA HANDBOOK of PUBLIC RELATIONS. Robert L. Dilenschneider. AMACOM.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.