

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

PR and ADVERTISING PRACTICES in NEW MEDIA

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PR and ADVERTISING PRACTICES in NEW MEDIA	PR2173370	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Gabriela Oana OLARU				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)					
Aim	The aim of this course is to provide students core elements of PR & Advertising in New Media and allows participants to gain insight about applying PR & AD strategies into digital communication campaigns.				
Course Content	This course contains; Introduction to Public Relations Applications in New Media, New Media and The Future of Public Relations, Digital Reputation, Artificial Intelligence and Public Relations, Metaverse and Public Relations, Public Relations Writing Technique in New Media- Social Media Press Release, Content Production in New Media, Content Production in New Media II, The Rules and Examples of Social Media Public Relations Campaign, The Rules and Examples of Social Media Public Relations Campaigns, Social Media Public Relations Campaign , Social Media Public Relations Campaign , Social Media Public Relations Campaign , Social Media Public Relations Campaign .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Have knowledge about the basics of PR in New Media.			12, 13, 16, 19, 4, 5	F	
Designs digital communication campaigns.			10, 13, 14, 16, 19, 4, 5, 9	A, E	
Evaluates the success of digital communication campaigns.			10, 13, 16, 19, 4, 5, 9	A, E	
Measures the impact of digital communication campaigns.			10, 13, 14, 16, 19, 4, 5, 9	A, E	
Gains information about successful and unsuccessful campaign applications.			10, 16, 4, 9	A, E	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Public Relations Applications in New Media	Reading the relevant section from the lecture notes			
2	New Media and The Future of Public Relations	Reading the relevant section from the lecture notes			
3	Digital Reputation	Reading the relevant section from the lecture notes			
4	Artificial Intelligence and Public Relations	Reading the relevant section from the lecture notes			
5	Metaverse and Public Relations	Reading the relevant section from the lecture notes			
6	Public Relations Writing Technique in New Media- Social Media Press Release	Reading the relevant section from the lecture notes			
7	Content Production in New Media	Reading the relevant section from the lecture notes			
8	Content Production in New Media II	Reading the relevant section from the lecture notes			
9	The Rules and Examples of Social Media Public Relations Campaign	Reading the relevant section from the lecture notes.			
10	The Rules and Examples of Social Media Public Relations Campaigns	Reading the relevant section from the lecture notes.			
11	Social Media Public Relations Campaign	Preparing the campaign presentation.			
12	Social Media Public Relations Campaign	Preparing the campaign presentation.			
13	Social Media Public Relations Campaign	Preparing the campaign presentation.			
14	Social Media Public Relations Campaign	Preparing the campaign presentation.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture Notes