



FACULTY

OF LANGUAGES, CULTURES AND COMMUNICATIONS

STUDY PROGRAMME FOR POSTGRADUATE STUDIES

(Master of Arts)

- **Public Relations and Marketing Communication**
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I. GENERAL DESCRIPTION

Second- cycle programme in Communications Studies at the Faculty of languages, Cultures and Communications will help students acquire skills, knowledge and competencies in the communications field. Communications-related positions are currently on the increase and this trend is expected to continue in future. Through the programmes offered, SEE-University is likely to become a leading centre in creating professional teaching staff in Communications Sciences field in the region of South-Eastern Europe. The programme covers both professional and academic aspects with a possibility of focusing on separate one by giving students the opportunity to select the programme and its courses.

II. LEARNING OUTCOMES

The skills students will acquire through this programme include behavioral skills (both intellectual and transferable) and technical skills (practical and knowledge-based). According to the selected programme, students will gain the following skills and employment prospects:

Public relations and marketing communications

The graduate will be able to:

- Acquire knowledge in founding relations among organizations, institutions and the public;
- Design media campaigns;
- Realize media campaigns;
- Assess results;
- Perform pre- and post-campaign evaluation;
- Acquire knowledge of the various public relations and marketing theories, legal and ethical issues, as well as analytical and creative skills;
- Acquire practical knowledge in audience analysis, understanding the relation among society, media, messages, art and audience, as well as developing effective PR and advertising campaigns and creating PR team.

Students who will acquire these skills may be employed in one of the following areas:

- Skills at building public opinion on organizations and individuals;
- Skills at planning, development and implementation of a PR campaign;

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- Skills at developing and implementing a marketing campaign;

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- Skills at alleviating and managing the relations between shareholders and organization or corporation, and so on.

III. PROGRAMME AND CURRICULUM DESCRIPTION

The second-cycle programme will consist of 120 ECST credits, and the same will be taught fulltime in the course of four semesters (30 credits per semester). The programme is composed of core and elective courses, special courses and specific studies (including practical or research activities) and masters thesis work.

The student him/herself creates his/her individual programme for one of the mentioned profiles, through selecting elective courses and the masters thesis topic, that is, the mentor in a particular field.

Second cycle programme in **Public Relations and Marketing Communications** consists of the following curriculum:

Semester 1	Credits	W/S	Lectures:	Tutorials :	Overall classes:	Group size:
Research Methodology	6	W	30	15	180	80/20-30
Communication Campaign Strategies	6	W	30	15	180	80/20-30
Marketing communication	6	W	30	15	180	80/20-30
Advanced Communication Theory	6	W	30	15	180	80/20-30
Elective	6	W	30	15	180	20-30
Total	30				900	

Elective courses:

1. Advanced Public Speaking
2. Advertising and Public Relations Workshop
3. Negotiations: theory and practice

Semester 2	Credits	W/S	Lectures:	Tutorials :	Overall classes:	Group size:
Public Relations Planning	6	S	30	15	180	80/20-30
Political Communication	6	S	30	15	180	80/20-30
Advertising	6	S	30	15	180	80/20-30
Advanced Writing for Public Relations	6	S	15	30	90	20-30

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Elective	6	S	30	15	90	20-30
Total	30				900	

Elective courses:

1. Visual Culture
2. Communicative Approach to Semiotics
3. Advertising and gender

Semester 3	Credits	W/S	Lectures:	Tutorials :	Overall classes:	Group size:
Advanced Interviewing Principles and Practice	6	W	30	15	180	80/20-30
Text and Speech Flow in Advertising and Public Relations	6	W	30	15	180	80/20-30
Media Analyses	6	W	30	15	180	80/20-30
Case Analysis in Public Relations	6	W	15	30	90	80/20-30
Elective	6	W	15	30	90	80/20-30
Total	30				900	

Elective courses:

1. Integrative Marketing Communication.
2. Advanced Course in Public Opinion.
3. Persuasion

Semester 4	Credits	W/S	Lectures:	Tutorials :	Overall classes:	Group size:
Masters Thesis Work	30	S	15	30		80/20-30

COURSE DESCRIPTION

Public Relations and Marketing Communication

Research Methodology

Students develop understanding of the research methods used in communication studies. Furthermore, they will develop an ability to conduct research in a given context including methods for presenting the research results.

Communication Campaign Strategies

Students will acquire knowledge and expertise in the process of planning, implementing and analyzing communication campaigns. The course will provide students with: knowledge about the role of strategic communication in the process of advertising products, ideas and people, as well as the ways in which an organizational crisis may be addressed, theoretical and practical content of the communication campaign directed towards individual and organizational management, and acquiring practice in creating the

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message for strategic communication campaigns. Students will be able to assess the campaigns intelligently, as well as develop the messages in an efficient and ethical manner.

Marketing communication

The focus is on the procedure of implementing marketing- communication plan. The objective is to solve a real communication problem by encouraging students to implement the skills previously acquired. Furthermore, the course focuses on management of business communication with buyers, clients and consumers in general.

Advanced Communication Theory

Students explore how scholars from different theoretical schools elaborate on the universal human experience with communication and understanding of many communication theories in a flexible, useful and challenging manner.

Public Relations Planning

Its objective is for students to acquire knowledge and expertise in developing strategic and tactful plans for implementation of public relations scenarios. Students will learn how to evaluate the challenges and opportunities that influence the long- and short-term organizational objectives and will learn to transform those challenges in the acquired communication practice that is beneficial both to the organization and expectations of the society.

Political Communication

The course deals with exploring the nature, forms and impact of persuasion in the organized political campaign and its impact on massive audience. It focuses on the skills necessary for describing, analyzing and evaluating the persuasive uses of the language and better understanding of persuasive campaign influence on the behavior of the voters.

Advertising

The course introduces the students with the basics of advertising, elements of advertising process and influence of advertising in the contemporary consumer society. Students will acquire theoretical knowledge about the process of creating commercials, from an initial idea to media realization. Furthermore, through this course students will have the opportunity to practically apply the acquired theoretical knowledge by designing concrete commercials.

Advanced Writing for Public Relations

This course will help students learn advanced practical writing techniques, that will enable them to manage positive relations between the organization and the public. Students will gain advanced practical experience in writing reports, articles, annual reports, speeches and presentations, ongoing reports, press-packages and other relevant publications.

Advanced interviewing principles and practice

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The course focuses on the principles and interview types along with application of norms for informative, consulting, evaluative and employment interviewing. CVs, placement papers, job applications and other similar forms are also examined.

Text and Speech Flow in Advertising and Public Relations

It provides students with the possibility to understand the importance of text flow in developing effective advertising, marketing and public relations campaigns. Strategies for planning and analyzing campaign messages in the context of narrative messages will be discussed in this course.

Media Analyses

The course introduces the students with the basic skills for analyzing the content of the media messages. The course addresses the best techniques and methods of identification of reporting, publishing and issuing in both print and electronic media. At the end of the course students will be able to analyze media reporting. The course also gives an overview on the historical development of the media in different periods of their development.

Case Analysis in Public Relations

It provides students with an opportunity to assess the ways in which organizations react to problems related to public relations through reading and critical analysis of different case studies in the field of public relations. Students will have an opportunity to develop their own case study in the frames of a particular public relations campaign.

Organizational Communication Systems

The course focuses on the communication structure of the organization and its impact on the organizational performance. Developing strategies for enhanced communication performance will be specifically emphasized.

Advanced Persuasion

The latest theories, research and practice of persuasion and social influence are examined along with implementation of effective principles and strategies of persuasion.

Elective Courses

Communication consulting

This course focuses on the role and obligations of communication consultant. The consulting process, models, interpersonal and team decision-making skills, practical communication analysis, problem identification, intervention strategies, alternatives from client perspective and implementation strategies are specifically examined.

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Advertising and Gender

It is research and analysis of how the news, entertainment media, the press, television and the Internet present gender-related issues. The course will examine the history of women as media professionals and consumers, as well as current problems and potential solutions of gender issues related to advertising and visual messages.

Communicative Approach to Semiotics

Communication semiotics is thoroughly examined. This course explains the theory of signs, coding, double coding, as well as mutual and motivating signs. The focus

is on understanding the signs, their relationship, as well as the relationship of the audience interpreting the signs. The course explains human utterances as metaphorical, ironic and sign expressions that enable the student to perceive communication as comprehensible human interaction.

Advertising and Public Relations Workshop

The course is a practical workshop on developing the message in advertising and public relations. The emphasis is on the application on the learning and collecting information process.

Advanced Public Opinion

It examines the nature of public opinion, the ways in which it is formed, shaped and altered by communications and media, as well as its role in the contemporary society, including politics, public relations, advertising and organizational context.

Human Resources Management

This course focuses on the basic functions of human resources management (planning, recruitment and selection, operational analysis and design, training, developing as well as compensation and rewards). The evolution of human resources management is also analyzed.

Advanced Health Communication

This course analyzes the role of human communication on the health and in the relation between consumers and professionals in health industry.

International Corporate Communication

This course focuses on the theories and concepts of intercultural communication as well as their embedding in business organizations.

Power and Influence in Organizations

This course focuses on the analysis of the power and all the influence methods in an organization taking into consideration that organizations are fundamental political

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entities. It simultaneously explains how we can use the power and influence to create an organization as well as how to promote changes in an organization.

Negotiations: theory and practice

This course focuses on detecting the possible conflicts in an organization, as well as how to lead negotiations in case of crisis or conflict.