

## Public Relations (PR)

<b>Name of the Educational Programme:</b>	<b>Public Relations (PR)</b>
<b>Awarded Qualification:</b>	Bachelor of Public Relations /საზოგადოებასთან ურთიერთობის ბაკალავრი
<b>Credit Value of the Programme:</b>	180 ECTS
<b>Language of Education:</b>	Georgian
<b>Programme Admission Preconditions:</b>	<p>Students are enrolled in the public relations undergraduate program in accordance with the rules established by the legislation of Georgia - based on the Unified National Examination results. A person with a complete general education, who has a relevant document certified by the state and who, based on the results of the unified national exams, has the right to study at the undergraduate program. After obtaining the right to study, the person must undergo administrative registration at International Black Sea University.</p> <p>In accordance with the legislation, under certain conditions, enrollment in the undergraduate program may be possible without passing the Unified National Examinations. For the details about admission requirements for foreign nationals, please refer to the following link: <a href="https://iro.ibsu.edu.ge/admissions/">https://iro.ibsu.edu.ge/admissions/</a></p> <p>One of the mandatory subjects to be passed for the Undergraduate program of Public Relations on the Unified National Examinations is: Mathematics or History.</p> <p>Additionally, candidates must pass one of the following foreign languages from the list: English, German, French, or Russian.</p>
<b>Purpose of the Programme:</b>	<ol style="list-style-type: none"> <li>1. The main goal of the bachelor's program in public relations is to prepare graduates as professional and competitive personnel. Graduates of the program will possess broad, qualified theoretical and practical knowledge/skills in the field of public relations in order to in order to effectively compete in the job market and carry out their activities in compliance with the norms of professional ethics.</li> <li>2. The aim of the program is to equip students with knowledge and skills on how to plan and implement interventions to influence human attitudes and behavior, utilizing various strategies and tactics. They will learn to navigate relationships between organizations and the public, foster loyalty, evaluate public</li> </ol>

	<p>perceptions, and cultivate long-term goodwill. Students will also develop proficiency in effective communication and management of campaigns.</p> <p>3. The program aims to prepare students for research/practical projects, effective public appearances, event planning/management, and advanced written and verbal communication (in both Georgian and a foreign language).</p>
<p><b>Learning outcome</b></p>	<ol style="list-style-type: none"> <li>1. Explains the basic concepts, theories and principles of Marketing and Public Relations and related fields/fields.</li> <li>2. Describes and employs research methods for strategic planning and process management.</li> <li>3. Discusses strategic communication, defines target groups, selects tactics, manages processes, and evaluates results.</li> <li>4. Evaluates the significance of strategic partnerships with organizations and the media (traditional print/broadcast media, as well as interactive social/digital media), conducting extensive verbal and written communication in Georgian and a foreign language (English).</li> <li>5. Assesses the effectiveness of strategies in partnership with society and evaluates the accomplishment of their defined objectives and challenges.</li> <li>6. Forms correct and effective communication messages, demonstrates skills in speech delivery and project presentation (in Georgian and foreign languages).</li> <li>7. Manages crisis situations and provides critical analysis.</li> <li>8. Is informed about ongoing processes, innovations, and developments.</li> <li>9. Articulates and advocates for professional ethics principles, ensuring adherence to ethical norms in professional activities</li> </ol>
<p><b>Evaluation Criteria</b></p>	<p>The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.</p> <p>Students may be assessed orally and/or in a written way. A student's knowledge and skills are assessed through 100 points grading system. It consists of midterm and final evaluations, the sum of which makes up 100 points. Grading system allows:</p> <ol style="list-style-type: none"> <li>a) Five types of positive grades <ol style="list-style-type: none"> <li>1) (A) Excellent – 91 – 100:</li> <li>2) (B) Very good – 81-90.</li> <li>3) (C) Good – 71-80:</li> <li>4) (D) Satisfactory – 61-70.</li> </ol> </li> </ol>

	<p>5) (E) Sufficient – 51-60.</p> <p>b) Two types of negative grades</p> <p>1) (FX) Fail – 41-50, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;</p> <p>2) (F) Fail – 40 and less, meaning that the work of a student is not acceptable and he/she has to study the subject anew.</p> <p>For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade is 60% of final evaluation grade.</p> <p>Midterm and final evaluation grade distribution, their minimal competence levels and assessment criteria are described in the corresponding syllabus.</p> <p>A credit can be awarded only after the attainment of learning outcomes, envisaged by the course syllabus and following requirements:</p> <p>a) Obtaining minimal competence levels set for midterm and final evaluations;</p> <p>b) Obtaining minimum 51 points out of 100 points of final grade.</p> <p>A student is allowed to take an additional (make-up) exam in case he/she scored 41-50 points of final grade or minimum 51 points, but did not obtain minimal competence level set for final evaluation.</p> <p>The minimum competency threshold for midterm and final assessments is 51% of the respective assessment. Considering its specification, the format and the assessment criteria of mid-term and final evaluations can be determined in the specific module/course syllabus.</p>
<p><b>Field of Employment:</b></p>	<p>The graduates of the public relations program are employed both in the public sector and in the private sector, including public relations, strategic communications, marketing communications, advertising, and media relations</p>

#	Study course / module / practice / research component	Status	Number of credits	Distribution of credits per course and semester			Contact Hour	Independent Work	Total Hours
				I A.Y	II A.Y	III A.Y			

				I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	Lecture	seminar/group work/ practical	Midterm exam(s)	Final Exam	total contact		
I	<b>Basic Mandatory Courses</b>			20 ECTS												
1	Academic Writing	Mandatory	5	5						14	14	2	2	32	93	125
2	Computer Skills	Mandatory	5	5						14	14	2	2	32	93	125
3	General English B2.1	Mandatory	5	5						-	56	2	4	62	63	125
4	General English B2.2	Mandatory	5		5					-	56	2	4	62	63	125
II	<b>Compulsory courses in the major specialization</b>			130 ECTS												
4	Communication Theory	Mandatory	5	5						14	14	2	2	32	93	125
5	Basics of Marketing	Mandatory	5	5						14	14	2	2	32	93	125
6	Principles of Management	Mandatory	5	5						14	14	2	2	32	93	125
7	Principles of Public Relations	Mandatory	5		5					14	14	2	2	32	93	125

8	Research methods of mass communication	Mandatory	5		5					14	14	2	2	32	93	125
9	Writing techniques in Public Relations	Mandatory	5		5					14	14	2	2	32	93	125
10	Professional Ethics	Mandatory	5		5					14	14	2	2	32	93	125
11	Presentation Skills	Mandatory	5		5					14	14	2	2	32	93	125
12	Public speaking skills	Mandatory	5			5				14	14	2	2	32	93	125
13	Photography/Videography skills	Mandatory	5			5				14	14	2	2	32	93	125
14	Propaganda and Media manipulations	Mandatory	5			5				14	14	2	2	32	93	125
15	Professional English	Mandatory	5			5				14	14	2	2	32	93	125
16	Branding	Mandatory	5				5			14	14	2	2	32	93	125
17	Social media in public relations	Mandatory	5				5			14	14	2	2	32	93	125
18	Advertising and Media	Mandatory	5				5			14	14	2	2	32	93	125

19	Media relations	Mandatory	5				5			14	14	2	2	32	93	125
20	Media monitoring in public relations	Mandatory	5				5			14	14	2	2	32	93	125
21	The role of PR in the organization	Mandatory	5				5			14	14	2	2	32	93	125
22	Event planning and management	Mandatory	5				5			14	14	2	2	32	93	125
23	PR cases, Public relations strategies and campaigns	Mandatory	5				5			14	14	2	2	32	93	125
24	Public service PR	Mandatory	5				5			14	14	2	2	32	93	125
25	Storytelling	Mandatory	5						5	14	14	2	2	32	93	
26	Public relations and Crisis communication	Mandatory	5						5	14	14	2	2	32	93	125
27	Creativity in PR	Mandatory	5						5	14	14	2	2	32	93	125
28	Bachelor Thesis	Mandatory	10						10							250

II	<b>Elective courses of the main specialization</b>			<b>20 ECTS</b>												
29	Visual Communication	Elective	5			5				14	14	2	2	32	93	125
31	Strategic Management	Elective	5			5				14	14	2	2	32	93	125
32	Project Management	Elective	5			5				14	14	2	2	32	93	125
33	Service Marketing	Elective	5					5		14	14	2	2	32	93	125
34	Sales Management	Elective	5					5		14	14	2	2	32	93	125
35	Consumer Behavior	Elective	5					5		14	14	2	2	32	93	125
36	Basics of artificial intelligence and MARTECH	Elective	5					5		14	14	2	2	32	93	125
37	Professional Practice	Elective	5						5	70.5				54.5	125	
38	Marketing-management	Elective	6					6		14	28	2	2	46	104	150
III	Free elective courses			<b>10 ECTS</b>												

40		5					5	5		14	2	2	32	93	125
41		5					5	5		14	2	2	32	93	125
total:180		30	30	30	30	30	30	30							

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