



**eCAMPUS**

PUBLIC RELATIONS ECF2C09

Distance Learning Study Program

# **PUBLIC RELATIONS (5 ECTS)**

## **COURSE DESCRIPTION**

Public Relations course presents guidance to instruct and educate students to become professionals in public relations and corporate communications. This course presents a strategic communication process that builds mutually beneficial relationships between organizations and their public. Public relations specialists establish and maintain relationships with an organization's target audience, the media, relevant trade media, and other opinion leaders. Common responsibilities include designing communications campaigns, writing press releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organization's spokesperson, preparing clients for press conferences, media interviews, and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management.

## **OBJECTIVES**

By the end of this course, you will be able to:

1. Demonstrate an understanding of key elements within the practice of public relations
2. Effectively apply public relations organizational structure, workflow and practice
3. Demonstrate mastery of effective research and writing for press releases, speeches, and social media posts for various audiences
4. Create and develop campaigns that utilize convergence and/or digital media to strategically reach publics
5. Demonstrate an understanding of public relations history, theory and ethical matters in the field
6. Demonstrate an understanding of faith integration as it relates to the profession
7. Use best practices for issues and crisis management in public relations

## **LEARNING METHODS**

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

## **ASSESSMENT AND EVALUATION**

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

