



**“Approved by”**  
*Head of Department :*

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*Protocol №*

Date : **2024**

### SYLLABUS

<b>General information</b>	department	Marketing and Mangement
	Faculty	Economics and school of Economics
	Specialization, code	
	Group №	<b>532 MRK</b>
	Level of education	<input type="checkbox"/> <b>bachelor</b> <input type="checkbox"/> master
	Mode of study	Full-time
	Semester	2024/fall
	Academic Year	2024-2025
	Teaching semester	<input type="checkbox"/> <b>fall</b> <input type="checkbox"/> spring <input type="checkbox"/> summer
<b>Course Information</b>	Course title, code	Public relations management
	Number of credits	
	Teaching load (hour)	45
	Teaching methods	<input type="checkbox"/> <b>lecture</b> <input type="checkbox"/> <b>seminar</b> <input type="checkbox"/> laboratory
	Teaching language	<input type="checkbox"/> <b>Azerbaijani</b> <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> <b>Compulsory</b> <input type="checkbox"/> Elective
	Prerequisite course/code	
<b>INFORMATION ABOUT THE INSTRUCTOR</b>	The teacher's academic degree, scientific title, honorary title, surname, first name, patronymic	Phd..dos.G.Ə.Mustafayeva
	Instructor's e-mail	glnisa.mustafayeva@mail.ru
	Instructor's phone number	0518796375
	Office hours	
<b>Course Description</b>	<b>"Public Relations Management"</b> is a specialized course that teaches the knowledge, skills, and strategies required to effectively establish and manage public relations in modern organizations. This course combines theoretical and practical knowledge in areas such as communication,	

	reputation management, strategic planning, and stakeholder engagement.
<b>Course Objective</b>	The course aims to teach students the fundamental concepts, functions, and management strategies in the field of public relations, and to familiarize them with the tools and methods used to shape the public image and reputation of organizations. It covers the essence and historical development of public relations, PR and strategic communication, key principles and ethical standards in public relations, planning and managing PR activities in organizations, building relationships with the media and on social media, crisis management in public relations, designing and implementing PR campaigns, internal and external public relations, media relations and press management, and the evaluation of effective PR strategies.
<b>Learning outcomes</b>	<p><b>Upon successful completion of the course and mastery of the topics, students will:</b></p> <p><b>Be able to understand:</b></p> <ul style="list-style-type: none"> <li>• The concept, objectives, and functions of Public Relations (PR);</li> <li>• The differences between PR and related fields such as advertising, marketing, and journalism;</li> <li>• Types of publics (internal, external, stakeholders, etc.);</li> <li>• The stages of developing a PR strategy;</li> <li>• Planning PR activities based on purpose, audience, and message;</li> <li>• SWOT analysis and communication planning;</li> <li>• Management of public relations through social media;</li> <li>• Digital reputation and online crisis situations;</li> <li>• Collaboration with influencers;</li> <li>• The fundamental principles of professional ethics;</li> <li>• Transparency, integrity, and social responsibility;</li> <li>• Data protection and legal aspects of communication.</li> </ul> <p><b>Be able to:</b></p> <ul style="list-style-type: none"> <li>• Develop and implement a PR project;</li> <li>• Establish professional relationships with the media and the public;</li> <li>• Analyze crisis situations and prepare a communication plan;</li> <li>• Manage and protect an organization’s reputation;</li> <li>• Use modern PR technologies, especially in digital environments.</li> </ul>
<b>Course Requirements</b>	<p><b>Student Engagement in the “Public Relations Management” Course May Include the Following:</b></p> <ol style="list-style-type: none"> <li>1. <b>Class Participation:</b> Students should be encouraged to actively engage in classroom discussions, ask questions, and participate in dialogue regarding the development of public relations. This promotes deeper understanding of the topics covered.</li> <li>2. <b>Group Projects and Research:</b> Students may be assigned group projects or research tasks based on real-world scenarios in the field of public relations. These</li> </ol>

	<p>activities help develop collaboration, communication, and problem-solving skills.</p> <ol style="list-style-type: none"> <li>3. <b>Analysis and Reporting on Public Engagement:</b> Assignments may require students to monitor and evaluate different forms of public communication and interaction, and to provide analytical reports. This offers opportunities for applying theoretical knowledge in practical settings.</li> <li>4. <b>Guest Lectures and Seminars:</b> Experts in public relations may be invited to deliver guest lectures, or students may participate in industry-related seminars. These experiences allow students to gain first-hand insights into current trends and best practices.</li> <li>5. <b>Field Visits:</b> Visits to relevant companies and institutions can provide students with the opportunity to observe industry practices and interact with professionals. This helps bridge the gap between theoretical learning and real-world application.</li> </ol> <p>These activities aim to foster more effective student engagement in the course, helping them to develop essential public relations knowledge and skills in a more practical and applied context.</p>
<p><b>Academic Integrity</b></p>	<p><b>Academic integrity-</b> involves ensuring the originality of one’s work and sharing others’ ideas or findings with proper citation.</p> <p><b>Violations of Academic Integrity</b></p> <ol style="list-style-type: none"> <li>1. <b>Plagiarism</b></li> <li>2. <b>Cheating</b></li> <li>3. Submitting all or part of a previously completed assignment, homework, or project in another course without proper citation</li> <li>4. Citing non-existent sources or creating a fake database</li> <li>5. Completing course materials or assignments on behalf of another student</li> <li>6. Behaviors aimed at gaining unfair advantage (e.g., presenting a false medical certificate without having an actual illness, making false excuses for deadline extensions or other purposes)</li> <li>7. Taking an exam on behalf of someone else or having someone else take an exam on your behalf</li> </ol>
<p><b>Ethical Behavior</b></p>	<p>The ethical behavior of students participating in the <i>Public Relations Management</i> course aims to ensure their success and respect both in the educational process and in their future professional careers. Students must adhere to principles of honesty and transparency in course work and projects, following academic ethical standards.</p> <p>They should attend classes on time and with a sense of responsibility, actively participate in group work, and contribute to effective collaboration within the team. Additionally, they must be sensitive to diversity and cultural awareness, striving to understand different cultures</p>

	<p>and fostering a learning environment enriched by diversity.</p> <p>For professional development, students should enhance their efforts to communicate with industry professionals and build effective networks, while also improving their problem-solving and critical thinking skills. They should be conscious of social media etiquette and professionalism, maintain a credible image on online platforms, and uphold online ethical standards.</p> <p>With regard to openness to change, innovation, and career development, students should stay informed about changes in the sector, remain open to innovation, and regularly utilize relevant resources to support their career growth.</p> <p>These ethical behaviors guide students toward becoming successful and principled individuals both academically and professionally.</p>
<b>Main literature list</b>	<ol style="list-style-type: none"> <li>1.Əliyev N., İctimaiyyətlə əlaqələr (PR) – Bakı: “Təhsil” nəşriyyatı, 2010</li> <li>2.Məmmədova S., Strateji PR və Kommunikasiya – Bakı: BDU nəşriyyatı, 2017</li> <li>3.Hacıyev N., İctimaiyyətlə əlaqələrin əsasları – Bakı: ADPU nəşriyyatı, 2015</li> </ol>
<b>Additional literature list</b>	<ol style="list-style-type: none"> <li>1.Cutlip, S.M., Center, A.H., Broom, G.M.Effective Public Relations – 11th ed. Pearson, 2012</li> <li>2.Wilcox, D.L., Cameron, G.T.Public Relations: Strategies and Tactics – 11th ed. Pearson, 2015</li> <li>3.Grunig, J.E., Grunig, L.A., Dozier, D.M.Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries – Lawrence Erlbaum, 2002</li> <li>4.Theaker, AlisonThe Public Relations Handbook – 6th ed. Routledge, 2020</li> <li>5.Heath, Robert L. (Ed.)Handbook of Public Relations – 2nd ed. SAGE Publications, 2010</li> </ol>
<b>Internet resources</b>	<p>RSA (Public Relations Society of America) – <a href="http://www.prsa.org">www.prsa.org</a></p> <p>CIPR (Chartered Institute of Public Relations – UK) – <a href="http://www.cipr.co.uk">www.cipr.co.uk</a></p>
<b>Grading: 100-Point System</b>	<p>The final grade is the sum of points awarded for <b>current assessment</b> — seminars and colloquiums (0–30 points), independent work (0–10 points), attendance (0–10 points) — and <b>interim assessment</b>, which includes end-of-semester exams (0–50 points).</p> <p>If the course includes additional practical or applied lessons, up to 10 points may be allocated for the evaluation of those classes.</p> <p>Final Grade = Current Assessment + Interim Assessment</p>
<b>Seminar and</b>	<b>0-30</b>

<b>Colloquium</b>	Colloquiums are held three times each semester in accordance with the academic calendar. Each colloquium is evaluated on a scale of 0 to 10 points. Participation in colloquiums is mandatory. A student who does not attend a colloquium will receive 0 points.	
<b>Individual Work</b>	<p><b>Formatting Guidelines for Individual Work:</b></p> <ul style="list-style-type: none"> <li>• <b>Font and Size:</b> Arial, 12 pt</li> <li>• <b>Line Spacing:</b> 1.5</li> <li>• <b>Minimum Length:</b> 3 pages</li> <li>• <b>Final Submission Deadline:</b> Two weeks before the end of the semester</li> </ul>	<b>0-10</b>
	<ol style="list-style-type: none"> <li>1. The History and Development Stages of Public Relations</li> <li>2. PR and Advertising: Similarities and Differences</li> <li>3. The Role of Ethical Principles in PR Practices</li> <li>4. Communication Models in Public Relations</li> <li>5. The Impact of PR on Shaping Public Opinion</li> <li>6. PR Strategies in Crisis Situations</li> <li>7. Legal and Ethical Aspects of Public Relations</li> <li>8. Media Relations and Effective Press Release Examples</li> <li>9. Corporate Social Responsibility and PR Activities</li> <li>10. Internal PR: Building Relationships with Employees</li> </ol>	
<b>Attendance</b>	For each 10% of class hours missed during the semester, 1 point will be deducted. A student who misses more than 25% of the total course hours will not be allowed to take the final exam.	<b>0-10</b>
<b>Exam</b>		<b>0-50</b>

**Based on the total number of points accumulated during the semester for the course, students' knowledge is assessed as follows:**

### Grading Scale

Grade	Grading by Letters	Indicator
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Below 51	F	“unsufficient”

Course Calendar and Thematic Plan					
N	Date	Course topics	Lecture	Seminar	Textbook / Assignments
1		<ul style="list-style-type: none"> <li><b>The Concept, Nature, and Functions of Public Relations (PR)</b></li> </ul> – The definition, objectives, and core principles of PR; historical background	2		Əliyev N., <b>İctimaiyyətə əlaqələr (PR) – Bakı: “Təhsil” nəşriyyatı, 2010</b>
2		<ul style="list-style-type: none"> <li><b>Development Stages and Main Models of Public Relations</b></li> </ul> – Grunig’s models; classical and modern approaches to PR	2	2	Məmmədova S., <b>Strateji PR və Kommunikasiya – Bakı: BDU nəşriyyatı, 2017</b>
3		<ul style="list-style-type: none"> <li><b>Communication Processes and Their Application in PR</b></li> </ul> – Communication models and effective communication strategies in public relations	2		Məmmədova S., <b>Strateji PR və Kommunikasiya – Bakı: BDU nəşriyyatı, 2017</b>
4		<ul style="list-style-type: none"> <li><b>PR and Other Forms of Communication: Advertising, Marketing, and Journalism</b></li> </ul> – Differences, similarities, and opportunities for collaboration	2	2	Hacıyev N., <b>İctimaiyyətə əlaqələrin əsasları – Bakı: ADPU nəşriyyatı, 2015</b>
5		<ul style="list-style-type: none"> <li><b>Planning and Strategic Approaches in Public Relations</b></li> </ul> – PR planning, goal setting, and activity directions	2		Hacıyev N., <b>İctimaiyyətə əlaqələrin əsasları – Bakı: ADPU nəşriyyatı, 2015</b>
6		<ul style="list-style-type: none"> <li><b>Types of Publics and Audience Analysis</b></li> </ul> – Internal and external publics, stakeholders	2	2	Məmmədova S., <b>Strateji PR və Kommunikasiya – Bakı: BDU nəşriyyatı, 2017</b>
7		<ul style="list-style-type: none"> <li><b>Media Relations: Working with Journalists and Preparing Press Releases</b></li> </ul> – Organizing media events and presenting information effectively	2		Cutlip, S.M., Center, A.H., Broom, G.M. <b>Effective Public</b>

					Relations – 11th ed. Pearson, 2012
8		<ul style="list-style-type: none"> <li>• <b>Managing Public Relations on Social Media</b> – Digital PR, use of social media platforms, and current trends</li> </ul>	2	2	Wilcox, D.L., Cameron, G.T. <b>Public Relations: Strategies and Tactics – 11th ed.</b> Pearson, 2015
9		<ul style="list-style-type: none"> <li>• <b>Crisis Communication Strategies and Crisis Planning</b> – Crisis scenarios and anti-crisis PR tactics</li> </ul>	2		Məmmədova S., <b>Strateji PR və Kommunikasiya – Bakı: BDU nəşriyyatı, 2017</b>
10		<ul style="list-style-type: none"> <li>• <b>Shaping and Measuring Public Opinion</b> – Surveys, focus groups, monitoring, and analysis techniques</li> </ul>	2	2	A.H., Broom, G.M. <b>Effective Public Relations – 11th ed.</b> Pearson, 2012
11		<ul style="list-style-type: none"> <li>• <b>Managing Reputation and Corporate Image</b> – The role of PR in building and maintaining a positive image</li> </ul>	2		Məmmədova S., <b>Strateji PR və Kommunikasiya – Bakı: BDU nəşriyyatı, 2017</b>
12		<ul style="list-style-type: none"> <li>• <b>Corporate Social Responsibility (CSR) and Its Importance in PR</b> – CSR projects and strengthening public relations</li> </ul>	2	2	Hacıyev N., <b>İctimaiyyətə əlaqələrin əsasları – Bakı: ADPU nəşriyyatı, 2015</b>
13		<ul style="list-style-type: none"> <li>• <b>Designing and Managing PR Campaigns</b> – Campaign design, implementation phases, and success criteria</li> </ul>	2		Hacıyev N., <b>İctimaiyyətə əlaqələrin əsasları – Bakı: ADPU nəşriyyatı, 2015</b>
14		<ul style="list-style-type: none"> <li>• <b>Ethical and Legal Responsibilities in Public Relations</b> – Professional ethics, transparency, and data protection</li> </ul>	2	2	Theaker, Alison <b>The Public Relations Handbook – 6th ed.</b> Routledge, 2020
15		<ul style="list-style-type: none"> <li>• <b>The State and Future of PR in Azerbaijan</b> – Public relations practices in government</li> </ul>	2	1	Theaker, Alison <b>The Public Relations</b>

		institutions and the private sector			<b>Handbook – 6th ed. Routledge, 2020</b>
		<b>Total:</b>	<b>30</b>	<b>15</b>	

**Instructor:**

**Phd.dos.Gulnisa Mustafayeva**