



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Public Relations Project	

Academic staff	Core academic unit(s)
Coordinating: Geneve Mantri Other: prof. Renata Matkevičienė	Faculty of Communication, Vilnius University, Saulėtekio av., 9, 1 st building, Vilnius

Study cycle	Type of the course unit
First	Elective, Individual study course

Mode of delivery	Semester or period when it is delivered	Language of instruction
Blended: in class, with organised activities online	spring	English

Requisites	
Prerequisites: none	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	125	40	85

Purpose of the course unit
<p>Develop competencies that enable the analysis and critical evaluation of communication activities, as well as the creation and implementation of public relations projects.</p> <p>During this course, the international project "GlobCom" will be implemented, involving universities from 15 countries, during which students working in international groups will remotely create a public relations campaign for an international client.</p> <p>The final event, during which the prepared public relations campaign is presented to the client, takes place live and remotely, with all student groups participating in the project competing for prizes established by the client. Participants in the project receive certificates.</p>

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will know the concepts of planned communication and one of its activities—public relations—and will understand theoretical models of public relations activities.	Lecture, seminar, problem-based teaching (case study)	Group work
Know and understand the distribution of the organization's target audiences, be able to analyze and evaluate the specifics of activities with the relevant target audience and the main measures used to communicate with the relevant target audience.	Lecture, seminar, problem-based teaching (case study)	Group work, Presentation
Will know the principles and stages of public relations project development, and will be able to analyze and carry out	Lecture, seminar, problem-based teaching (case study), active teaching	Group work, Project development and presentation

public relations activity planning and organization tasks.	(learning) methods (group discussions)	
Understand the ethical requirements of communication activities and apply them when planning, organizing, and implementing communication activities	Lecture, seminar, problem-based teaching (case study)	Group work

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. The concepts of planned communication and one of its activities—public relations—and will understand theoretical models of public relations activities.	2			2			4	4	Public relations as planned communication [Chapter in Exploring public relations] : https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Exploring%20Public%20Relations%20(2006)/12.%20Chapter%2010%20-%20Public%20relations%20as%20planned%20communication.pdf
2. The organization's target audiences, the specifics of activities with the relevant target audience and the main tools and channels used to communicate with the relevant target audience.	4			2			6	6	Oliver (2004), Public Relations Strategy, p. 67-102.
3. The principles and steps of public relations project development: Working in groups to develop global public relations campaign for international company – „working with a real client“	8	6		12			26	58	Barcelona principles 3.0 [presentation]: https://amecorg.com/wp-content/uploads/2020/07/BP-Presentation-3.0-AMEC-webinar-10.07.20.pdf Oliver (2004), Public Relations Strategy, p. 1-12, 16-66. Public relations as planned communication [Chapter in Exploring public relations] : https://nscpolteksby.ac.id/ebook/files/Ebo

									ok/Business%20Administration/Exploring%20Public%20Relations%20(2006)/12.%20Chapter%2010%20-%20Public%20relations%20as%20planned%20communication.pdf
4. The ethical requirements of communication activities	2						2	2	James E. Grunig, « Ethics problems and theories in public relations », <i>Revue internationale de communication sociale et publique</i> [En ligne], 11 2014, mis en ligne le 21 avril 2015, consulté le 11 novembre 2025. URL : http://journals.openedition.org/ricsp/559 ; DOI : https://doi.org/10.4000/communiquer.559
5. Presentation of Public Relations project		2					2	15	Barcelona principles 3.0: https://amecorg.com/2020/07/barcelona-principles-3-0/
Total	16	8		16			40	85	

Assessment strategy	Weight %	Deadline	Assessment criteria
Global PR project development	80	during semester	<p>During the semester, a public relations project is prepared, divided into 5 stages, each of which is graded from 0 to 2 points.</p> <p>Two points are awarded for a neatly completed task that presents an original idea, clear arguments, and answers all the requirements set out in the task. An interesting, accurate, and detailed presentation of the work, with appropriate answers to the questions asked after the presentation.</p> <p>1.5 points are awarded for a neatly completed task that presents an interesting idea, presents arguments, and meets the essential requirements of the task. An interesting, accurate, and detailed presentation of the work, with appropriate answers to the questions asked after the presentation.</p> <p>1 point is awarded for a properly completed task that presents an idea, arguments, and answers the requirements set out in the task. The work is presented properly, and some of the questions asked after the presentation are answered.</p> <p>0.5 points are awarded for a completed task that has been completed but has formal shortcomings. The work was presented properly, but the questions asked after the presentation were answered incorrectly.</p> <p>0 points are awarded for failure to submit the task on time.</p>

Presentation of developed PR campaign (text and oral presentation)	20	End of semester	<p>2 points are awarded for a neatly completed task that presents an original idea, clear arguments, and answers all the requirements set out in the task. An exceptionally well-organized and clearly prepared presentation. Appropriate answers to the questions asked after the presentation.</p> <p>1.5 points are awarded for a neatly completed task that presents an interesting idea, presents arguments, and meets the essential requirements of the task. An interesting, accurate, and detailed presentation of the work, with appropriate answers to the questions asked after the presentation.</p> <p>1 point is awarded for a properly completed task that presents an idea, arguments, and answers the requirements set out in the task. The work is presented properly, and some of the questions asked after the presentation are answered.</p> <p>0.5 points are awarded for a completed task that has been completed but has formal shortcomings. The work was presented properly, but the questions asked after the presentation were answered incorrectly.</p> <p>0 points are awarded for failure to submit the task on time.</p>
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Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Ralph Tench, Liz Yeomans	2016	Exploring public relations		Harlow : FT Financial Times-Prentice Hall, 641 p.
Anne Gregory	2015	Planning and managing public relations campaigns		London : Kogan Page
James E. Grunig	2015	Ethics problems and theories in public relations		Revue internationale de communication sociale et publique [En ligne], 11 2014, mis en ligne le 21 avril 2015, consulté le 11 novembre 2025. URL : http://journals.openedition.org/ricsp/559 ; DOI : https://doi.org/10.4000/communiquer.559
Ronald D. Smith	2002	Strategic planning for public relations	ISBN 0-8058-4233-0	https://contents.lspr.ac.id/2022/05/Ronald-D.-Smith-2008_strategic_planning_for_public_relations.pdf
Recommended reading				
Karen Sutherland, Saira Ali and Umi Khattab	2020	Public relations and strategic communication		Docklands : Oxford University Press
Sandra Oliver	2010	Public Relations Strategy		The Institute of Public Relations