SYLLABUS

1. Information regarding the program

1.1 Higher education institution	**UNIVERSITY OF ORADEA**
1.2 Faculty	**FACULTY OF ECONOMIC SCIENCES**
1.3 Department	**DEPARTMENT OF ECONOMICS AND BUSINESS**
1.4 Field of study	**BUSINESS ADMINISTRATION**
1.5 Cycle of study	**CYCLE I - BACHELOR**
1.6 Program of study /Degree	**BUSINESS ADMINISTRATION / BACHELOR DEGREE**

2. Information regarding the discipline

2.1 Name of discipline				**Communication and public relations in business**			
2.2 Course titleholder				**Lecturer Afrodita Borma, PhD**			
2.3 Seminar titleholder				**Lecturer Afrodita Borma, PhD**			
2.4 Year of study	III	2.5 Semester	VI	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					**44**
Studying the workbook, course book, bibliography and notes					14
Supplementary documentation in the library, on electronic specialty sites and in the field					14
Preparing seminars/laboratories, themes, projects, portfolios and essays					5
Tutorship					5
Assessment activities					2
Other activities.....					

3.7 Total hours of individual study	**44**
3.9 Total hours/semester	**100**
3.10 Number of credits	**4**

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, blackboard or whiteboard
5.2. concerning the seminar/laboratory activities	blackboard or whiteboard

6.1. Specific skills acquired	
Professional skills	C1.2 Explanation and interpretation of the economic influence exerted by the external business environment on the firm /organization C1.5 Developing a project probing the economic influence exerted by the external business environment on the firm /organization C2.5 Elaborating an analysis concerning the economic impact of the functional subdivisions of the firm /organization C3.1 Probing the economic implications associated to the operation and administration of a subdivision of the firm organisation C3.5 Explanation and interpretation of the influence that the formation of intellectual capital may have on long term prospects of the firm C4.2 Explanation and interpretation of the influence which planning, coordination and control may have on the success of different activities of the firm
Transversal Skills	CT1. Applying the principles, norms and values of professional ethics for of rigorous, efficient and responsible work. CT2.Identifying the roles and responsibilities in a multi-specialized team and using relationship-based techniques in order to enhance effectiveness of team work. CT3. Use opportunities of continuous formation as productive resources for personal education and development.

6.2. Expected learning outcomes

Knowledge	The student/graduate acquires advanced knowledge of communicating economic results at the company, industry or at the macroeconomic level. The student/graduate demonstrates understanding of the fundamental concepts of communication and public relations. The student/graduate acquires the knowledge necessary to design, implement and evaluate the results of integrated communication campaigns.
Skills	The student/graduate develops communication and relationship skills with customers, suppliers, both within the internal and external environment of the organization. The student/graduate demonstrates understanding of the fundamental concepts of communication and public relations.
Responsibility and autonomy	The student/graduate demonstrates that he/she knows how to communicate and relate to customers, suppliers, both in the internal and external environment of the organization. The student/graduate demonstrates team spirit, being able to establish relationships based on respect and trust during the development and implementation of complex communication projects. The student/graduate demonstrates responsibility and ethical behavior in the relationship with partners involved in different stages of the communication process.

6.3. Objectives of discipline (resulting from the grid of specific skills acquired)

6.3.1 General objective of discipline	A correct delivery of information and knowledge that focuses on how communication inside firms, among firms and with clients function (communication strategy, social networks, public relations, management, entrepreneurship, etc.). The student will have an integrative vision on the firm which synthesizes the knowledge and the skills developed in the course
6.3.2 Specific objectives	1. Knowing and understanding the way a firm is organized and the way it functions through its communication channels 2. Knowing and understanding the basic economic relations between firms and the external economic environment 3. Identifying and describing the characteristic traits of the firm in relation to the evolution of the wider economy and societal culture 4. Explaining the way a firm may improve communication instruments and style 5. Explaining and interpreting the creation of intellectual capital by the firm

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
7.1.1 Syllabus presentation. Introduction in Communication and public relations in business	Lecture, problem-solving, debate, illustration	
7.1.2. What Is Communication?		
7.1.3. Effective Business Communication		
7.1.4. Communication in Context		
7.1.5. Delivering Your Message		
7.1.6. Rituals of Conversation		
7.1.7. Intercultural and International Business Communication		
7.1.8. What is Public Relation?		
7.1.9. Inductive notions of Public Relation		
7.1.10. The strategic importance of Public Relation		
7.1.11. The organization of the Public Relations function		
7.1.12. The role and specializations of Public Relations		
7.1.13. Public Relations and related activities		
7.1.14. Resume and review the main ideas		

References:

Borma, A. (2023), Communication and public relations in business, available on: https://e.uoradea.ro/my/courses.php

Apps, J. (2019). *The art of communication: How to be Authentic, Lead Others, and Create Strong Connections*. John Wiley & Sons

Cheng, Y., & Verčič, D. (2025). *AI and Strategic Communication*. John Wiley & Sons, ISBN: 9781394275403

Laskin, A. V., & Freberg, K. (2024). *Public Relations and Strategic Communication in 2050: Trends Shaping the Future of the Profession*. Routledge.

LIGHTNING SOURCE INC, ISBN1736514008

Page, J. T., & Parnell, L. J. (2025). *Introduction to public relations: Strategic, Digital, and Socially Responsible Communication*. SAGE Publications.

Phillips, D. (2024). *Augmenting public relations: An Introduction to AI and Other Technologies for PR*. CRC Press.

Rosenberg, A. (2021). *A Modern Guide to Public Relations: Unveiling the mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices*. Publisher:

Scott, D.M. (2009), The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly, Wiley, ISBN-10: 0470379286

Silverman, D. A. (2025). *Public Relations: the Basics*. Routledge.

Teruggi, J. and Parnell, L.J. (2019) Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication, Sage Publication

Additional references & materials will be given during the course meetings

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1. Organizing the seminar.		
7.2.2. Conceptual and preliminary aspects of communication in firms	Questioning, debate, synthesis, applications, examples	
7.2.3. Negotiating with clients (regional, national, global)		
7.2.4. Negotiating with partners & adversaries		
7.2.5. Auction-related communication & information structures		
7.2.6. PR in the consultancy business		
7.2.7. PR in retail (supermarkets, mall's, etc.)		
7.2.8. PR in tourism (national, international, personalized, …)		
7.2.9. PR in finance (for complex products, i.e. derivatives, etc. …)		
7.2.10. PR in IT and the Telecoms (new solutions, IoT, …)		
7.2.11. PR-businesses (i.e. helping other firms with PR)		

7.2.12. PR-businesses helping non-profit organisations		
7.2.13. Social networks		
7.2.14. Project evaluation		

References:
Borma, A. (2023), Communication and public relations in business, available on: https://e.uoradea.ro/my/courses.php
Apps, J. (2019). *The art of communication: How to be Authentic, Lead Others, and Create Strong Connections*. John Wiley & Sons
Cheng, Y., & Verčič, D. (2025). *AI and Strategic Communication*. John Wiley & Sons, ISBN: 9781394275403
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Page, J. T., & Parnell, L. J. (2025). *Introduction to public relations: Strategic, Digital, and Socially Responsible Communication*. SAGE Publications.
Phillips, D. (2024). *Augmenting public relations: An Introduction to AI and Other Technologies for PR*. CRC Press.
Rosenberg, A. (2021). *A Modern Guide to Public Relations: Unveiling the mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices*. Publisher:
Scott, D.M. (2009), The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly, Wiley, ISBN-10: 0470379286
Silverman, D. A. (2025). *Public Relations: the Basics*. Routledge.
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8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

Syllabus and contents are a continuation of those of similar disciplines taught at the undergraduate level in the country and abroad and they reflect requirements of employers as expressed on various occasions.

9. Use of generative AI-based tools

For the assessment activities described in the following section, students are permitted to use generative AI tools during lectures and seminars to generate ideas, slogans, or images, rewrite text, perform editing or reviews, and so forth. Commonly used tools of this type include, but are not limited to, ChatGPT, Google Gemini, and Copilot for text generation, as well as MidJourney for image generation.
Each student is required to submit a declaration—drafted separately for each assignment and following the template provided in Annex 2 of the *Regulation on the Use of Generative Artificial Intelligence in Teaching and Research Activities at the Faculty of Economic Sciences, University of Oradea*—specifying the tool used, the specific manner of its use, and the section(s) where it was applied. This declaration must be included at the beginning of the work submitted for the respective assignment.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Understanding the concepts, examples and the explanations presen-ted during the lectures.	Written test of multiple-choice type.	50%
10.5 Seminar (S)	Understanding the risks which determine the	Written assessment (homework), active participation in the	50%

	behaviours of the firm. Being able to state some creative proposals concerning the management of the innovation firm.	seminars, essays and other assessments given in class	
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard • Knowledge and understanding of the content of the subject at essential level • Correctly answering at least half of the questions of the final exam.			

Date	Course titleholder:	Seminar titleholder:
22.09.2026	**Lecturer Afrodita Borma, PhD** E-mail address: afroditaborma@gmail.com	**Lecturer Afrodita Borma, PhD** E-mail address: afroditaborma@gmail.com

Director of Department,
Professor Dorin BÂC, PhD

Date of approval in the Department:

24.09.2026

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Dean,
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Date of approval in The Council of the Faculty of Economic Sciences:

28.09.2026

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