

Tárgytematika / Course Description **Media Knowledge and Public Relations Planning**

KGNM_MMTA020

Tárgyfelelős neve /

Teacher's name: dr. Élő Gábor

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Learning objectives:

Understanding the Media in the 21st century; The media-relations for the society, the people and the renewed advertising systems. It is important to understand how to “use” Modern Media is "used", which role is to inform, and entertain people in the same time.

Learning objectives is for students to learn and master the process of media planning, techniques, to be capable of independent work.

TANTÁRGY TARTALMA / DESCRIPTION

1. Media and PR: basic concepts, definitions, historical outline.
2. Relationship of media and PR. PR as a marketing function in organization.
3. Objectives of media and PR.
4. Conventional media and history of media.

5. Development and features of new media.
6. Basis of media planning.
7. Concepts and process of media planning.
8. Practise in media planning.
9. Alternative solutions, possibilities in the refining of plans.
10. Practise of media buying.
11. New trends in the media planning.
12. Basis of PR planning.
13. Concepts and process of PR planning.
14. Concepts and process of PR planning.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Prerequisites of the signature: assignment, short presentation, presence on seminars (to be absent only 2 times acceptable).

Evaluation:

assignment and presentation: 50 %.

Written exam: 50 %

0 - 50 %: 1

51 - 65 %: 2

66-80 %: 3

81-90 %: 4

91-100 %: 5

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsary literature:

Helen Katz: The Media Handbook, NTC Business Books, 2010

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL