COURSE DETAIL

PUBLIC RELATIONS: A CROSS-CULTURAL PERSPECTIVE
Country Italy
Host Institution UC Center, Rome
Program(s) Sociology in Rome,Communication Studies in Rome
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title PUBLIC RELATIONS: A CROSS-CULTURAL PERSPECTIVE
UCEAP Transcript Title PUBLIC RELATIONS
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course goes beyond the fundamentals of public relations emphasizing the concepts, theories, and techniques relevant to the Italian practice. The course explores three key areas of public relations: first, communication: its models, their evolution and what happens in Italy; second, cross-cultural perspectives/realities of communication media, public relations, and mass media; and third, marketing and advertising approaches, news writing, press releases, and social media management of Italian companies. The course presents a cross-cultural perspective and focuses on European and Italian attitude toward public relations, providing evidences and a hands-on experience. An additional concentration is on the business aspect of the label, in particular, on marketing, branding, and consumer behavior seen from both Italian and international perspective. Business case studies and site visits are part of the course. The course includes topics such as evolution of communications models and techniques, public relations, social media, communications and public opinion, ethics, organizational structures, tactics and strategies, employee relations, media relations, government relations, and public relations research.

Language(s) of Instruction
English

Host Institution Course Number

Host Institution Course Title
PUBLIC RELATIONS: A CROSS-CULTURAL PERSPECTIVE

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2021-2022

Print