

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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