Course title: Marketing-communication and PR tools	Code: NMT_GG244G2	Credits: 2

Type (lecture/seminar/practice/consultation) and number of contact hours: **seminar 2 occasions**

Evaluation method (end-term exam mark/ term mark / other): **seminar mark**

Suggested semester:-

Frequency of availability: **every autumn semester**

Language: **english**

Prerequisites *(if any)*: -

Description

Educational aims:

The aim of the subject is for the student to gain knowledge about the differences, tools and tasks of marketing communication and PR activities. Be able to see and understand organizational and institutional PR tasks. Understand the essence and impact of campaigns. Be able to map a company or organization's marketing strategy, PR activities, and image tools. Be able to independently design graphics (posters, flyers, etc.) that can be used to promote a company, campaign or organizational event.

Competences to develop:

 a.) **Knowledge related to:**
   • Know the history of the development of PR and its prominent representatives.
   • Know the structure system and tools of PR activity.
   • Learn about the components, types and models of the marketing communication phenomenon.
   • Know the effects of mass communication and the Internet.
   • Know the rules of image design, as well as the basic principles of color selection and layout.
   • Know the components of a SWOT analysis.
   • Get to know the tool system and interface of a pixel graphics software.

 b.) **Ability related to:**
   • Be able to accurately map the PR activities of a well-known company or organization.
   • Be able to organize and target-oriented use of PR activities.
   • With his knowledge, he can apply the methods of creating marketing opportunities.
   • Be able to use the possibilities of mass communication with a critical way of thinking that can navigate the information society.
   • Be able to prepare a complex image assessment project.
   • Be able to create an event poster or flyer in a pixel graphics program.

 c.) **Attitude:**
   • Be open and sensitive to the general needs of society.
   • Be open and cooperative with partners and customers.
   • Be open and responsive to current market changes and image trends.

Course content and schedule:

Occasions	Educational material
1. Occasion (2023.03.03.)	The basics of PR, an introduction to the world of PR. The concept and interpretation of PR according to various schools. The interdisciplinary nature of PR. Differences between PR and allied professions. The history of the development of PR. The eras of PR development. The target system, content and requirements of the PR activity. Conceptual system of marketing communication. Issuance of the SUBMIT task of the subject. Image design, image manual. The process of image design. The general and practical work process of PR activity. Organizational and personal conditions of PR. The most important areas of PR activity. Internal and external PR tools. The structure of the PR organization.
2. Occasion (2023.04.03.)	Getting to know the interface, tools and panels of the pixel graphics program available on the http://pixlr.com website. Overview of basic settings. Getting to know the basic tools. The role of layers in imaging. Creating a simple task. Image sizing, canvas sizing. Text formatting. Learning about the opacity property. Rotation, free transformations. Creating flyers and event posters with the Pixlr program.
3. Occasion (by mutual agreement)	Writing the theoretical test. Presentation of prepared presentations in front of group members. Shared viewing together. Evaluation by teacher.

Education management:

d.) The lessions are held in the computer room shown in Neptun and the table above.

e.) The supportal portal: http://tanitlap.uni-eger.hu/csilla.

f.) Asessment: Pass the teoretical test and Create a presentation and a poster related to a chosen company or organization.

Optional reading:
- **Jennefer Witter (2014): The Little Book of Big PR: 100+ Quick Tips to Get Your Business Noticed" by Jennefer Witter**
- **Adam Hayes (2022): Public Relations (PR) Meaning, Types, and Practical Examples.** https://www.investopedia.com/terms/p/public-relations-pr.asp
- **MaRS (2020): What is marketing communication (MarCom)?** https://learn.marsdd.com/article/what-is-marketing-communication-marcom/

Supporting (compulsory/optional) digital materials:
http://tanitlap.uni-eger.hu/csilla

Person in charge of program:
Person in charge of the course: Csilla Prantner Phd.
Instructor: Csilla Prantner Phd., assistant professor, Faculty of Informatics, Digital Technology Institute, Department of Humaninformatics, prantner.csilla@uni-eszterhzay.hu.
Instructor's office hours: Wednesday 10:00 with a preliminary e-mail consultation.
Contact: prantner.csilla@uni-eszterhazy.hu
Online communication method: ZOOM with a preliminary e-mail consultation.