



საქართველოს ტექნიკური უნივერსიტეტი  
GEORGIAN TECHNICAL UNIVERSITY

Approved by  
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## Bachelor's Educational Program

### Program Title

საზოგადოებასთან ურთიერთობა

Public Relations

### Faculty

საინჟინრო ეკონომიკის, მედიატექნოლოგიებისა და სოციალურ მეცნიერებათა ფაკულტეტი

Engineering Economics, Media Technologies and Social Sciences

### Program Head/Heads

Professor Vano CHIAURELI, Associate Professor Eldar PIRMISASHVILI

### Qualification to be Awarded and the Extent of the Program in terms of Credits

#### Bachelor of Public Relations

It will be awarded in case of completion of 219 credits of education courses and 21 credits of free components, with the completion of at least 240 credits.

### Language of Teaching

Georgian

### Prerequisite for Admission to the Program

Only a person with a state certificate confirming complete general education or a document equivalent to it, who is enrolled in accordance with the procedure established by the legislation of Georgia, has the right to study at the undergraduate Georgian-language educational program "Public Relations".

## Program Description

The program is made with the ECTS European credit transfer system. 1 credit equals 25 hours, which includes both contact and independent work hours. The program includes education courses (219 credits) and free components (21 credits) relevant to the main field of study. The volume of each semester is - 30 credits. The duration of the program is 4 years (8 semesters). The academic year consists of 2 semesters. One semester includes 20 academic weeks.

The program consists of 37 compulsory education courses, 14 elective ones, including 3 English language education courses, foreign language education courses, practice, bachelor thesis and 7 free component education courses. (21 credits).

Detailed information on the organization of the educational process, the selection of components of the educational program, the assessment of student achievements, the appeal of the assessment of study results, educational and financial agreements with students, and the accumulation of credits by the student is described in the "Instructions for managing the educational process of the Georgian Technical University".

During the **first academic year**, the student will study 12 compulsory courses (60 credits).

During the **second academic year**, the student will study 10 compulsory courses (50 credits), 2 elective courses (10 credits).

During the **third academic year**, the student will study 11 courses (55 credits), 1 elective course (5 credits)

During the **fourth academic year**, the student will study 4 courses (21 credits), free component courses (21 credits), practice (8 credits) and work on a bachelor's thesis (10 credits)

**The student chooses free components (21 credits) from any accredited program, following the prerequisites for admission to the subject.**

## Program Objective

The objective of the program is to teach the student the characteristics of consumer behavior and needs, as well as the technologies for facilitating the processes of exchange of products and services between organizations and individuals;

To provide the student with a broad knowledge of the field of public relations, which includes the study and critical understanding of theories, principles, strategic communication plans;

To develop practical skills necessary for the student to perform tasks in the field of public relations, effective communication, problem solving and independent work;

To prepare a graduate with competencies compatible with the requirements of the labor market in the field of public relations, who will have a solid foundation for continuous professional development and continuing education at the next level.

## Learning Outcomes/Competences (general and professional)

**Describes** the basic principles and processes of public relations/strategic communication, the processes of PR strategy and tactics, research, planning and management, the latest methods, principles and tools of PR-campaigns, preparation and conducting of events, both in the fields of business and politics, tourism and culture, the main philosophical, psychological and sociological theories.

**Determines** the goals, tasks, development trends and prospects in the field of public relations (PR), forms and main directions of PR and media interaction, features and stages of research in the field of public relations.

**Explains** the differences between public relations, branding, marketing, strategic communications (PR) and advertising, the similarities and differences, as well as the sequence of their use and process management course, PR - event management capabilities; General principles of philosophy, general psychology and sociology.

**Distinguishes** the forms and typological features of PR events, theoretical and practical possibilities of forming strategic schemes, technological features of developing tactical steps, effective and less effective possibilities of implementing specific measures.

**Analyzes** the essence, goals and objectives of public relations, features of planning and implementation of PR campaigns, advertising campaigns, features of psychological impact of advertising on society, important processes of PR-communication and the necessity of conducting them.

**Plans** PR - promotions, PR - campaigns and events, effective communication activities needed in various fields and means of establishing effective communication, marketing, advertising, communication and promotional campaigns, relations with priority media channels, the content and visual side of PR events, deepening the acquired knowledge and the next step opportunities for continuing education.

**Prepares** a PR, marketing, advertising communication strategy to deliver key informational messages to target audiences, delivers highly professional presentations and oral presentations on key professional issues.

**Uses** technologies for establishing contact with audience and influencing the audience, modern decision-making strategies; Uses the vocabulary and syntactic structures of the level provided by the foreign language education course, all four components of the language: writing competence, correct reading comprehension, listening comprehension and speech control-comprehension.

### Methods of Achieving Learning Outcomes (teaching-learning)

Lecture    Seminar (group work)    Practical    Laboratory  
 Practice    Course work/Project    Consultation    Independent work

In the learning process, depending on the specifics of a particular study course program, the following activities of the teaching-learning methods are used, which are outlined in the relevant study course programs (syllabi):

1. Discussion/debate;
2. Cooperative learning;
3. Collaborative work
4. Problem-based learning (PBL)
5. Heuristic method
6. Case study
7. Brain storming
8. Role-playing and situational games
9. Demonstration method
10. Inductive method
11. Deductive method
12. Verbal or oral method
13. Practical methods
14. Explanatory method
15. Activity-based learning
16. Project development and presentation
17. Writing work method
18. Method of analysis

### Student's Knowledge Assessment System

The student's knowledge is assessed on a 100-point scale.

Positive grades are:

- (A)-Excellent - 91-100 points;
- (B)-Very Good – 81-90 points;
- (C)-Good – 71-80 points;
- (D)-Satisfactory – 61-70 points;
- (E)-Sufficient – 51-60 points.

Negative grades are:

- (FX) - Failed to pass – 41-50 points, which means that the student needs more work to pass and is allowed to take an additional exam once with independent work;
- (F) - Failed - 40 points or less, which means that the work done by the student is insufficient and he/she will have to study the subject again.

**Fields of employment**

A graduate of the Bachelor's educational program will have the opportunity to work in public, private non-governmental and international organizations in the field of strategic communications and public relations.

**Opportunities for continuing education**

Master's degree educational programs

**Human and material resources needed to implement the program**

The program is provided with appropriate human and material resources. Additional information is provided in the attached documents

Number of attached syllabi: 67