



საქართველოს ტექნიკური უნივერსიტეტი
GEORGIAN TECHNICAL UNIVERSITY

Approved by
Resolution № 1241 of the
Academic Council of GTU
Dated July 25, 2014

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Academic Council of GTU
Dated February 26, 2021

Master'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

Associate Professor Tinatin Apkhaidze

Qualification to be Awarded

Master of Public Relations.

It will be awarded in case of completion of at least 120 credits of the educational program

Language of Teaching

Georgian

Prerequisite for Admission to the Program

A person with at least a bachelor's degree or equivalent academic degree, who is enrolled based on the results of the master's exams (common master's exam and exam/exams determined by GTU), has the right to study in the master's program. The applicant must present a certificate of knowledge of a foreign language (English, German, French or Russian), not less than B2 level, or a document of completion of an education course corresponding to B2 level. In the absence of a such certificate or other similar document, the applicant will undergo an interview in a foreign language (English, German, French or Russian) with a temporary commission created at the faculty. An applicant who has completed an undergraduate educational program in a foreign language is not required to present a certificate or attend an interview.

Enrollment in the program without passing the master's exams is possible according to the procedure established by the Ministry of Education and Science of Georgia.

Program Description

The program is based on the ECTS system, 1 credit is equal to 25 hours, which includes both contact and independent work hours. The distribution of credits is presented in the curriculum. The program lasts 2 years (4 semesters) and includes 120 credits. Educational component - 80 credits, research - 40. One semester includes 20 weeks. During the semester, the student passes one mid-semester and one final exam.

If necessary, XX week is devoted to an additional exam. The training process lasts 15 weeks. XVII week is devoted to the thematic project and preparation for the exam, XVIII-XIX week is the final exam.

The first semester includes sixteen 5-credit courses. Five of these are compulsory courses; Among them, the student chooses the desired language from the business communication education course (English, German, French, Russian). The first semester also includes eight elective courses. From here, the student must choose one of the courses, one of which is bilingual and is taught in Georgian or English according to the student's request. The second semester includes six 5-credit compulsory courses. Among them, the student chooses the desired language from the sectoral text theory and practice course (English, German, French, Russian).

The third semester includes four 5-credit compulsory education courses (20 credits), including the practice of planning and managing PR events, in the same semester the master's student begins to prepare the research component. The research component is evaluated once during the defense of the master's thesis.

The fourth semester is completely devoted to the completion of the master's thesis - defense. Before the beginning of the semester, the rector of the university issues an order about the course of the academic semester, which will be placed on the web page, where there is detailed information for students about the course of the semester, the minimum limit and deadlines.

Detailed information about the master's degree can be found on the web page of GTU.

Program Objective

The objective of the public relations master's educational program is to provide deep, systematic knowledge of the main theories and methods of the field, planning of PR events, PR campaigns - strategic and tactical features of implementation, research and analysis of public opinion; promotion of public, academic self-development and self-realization of graduate students.

Learning Outcomes/Competences (general and professional)

Determines the fundamental issues of the field of public relations, strategic and tactical features of conducting PR events, PR campaigns; To ensure the effective production of PR campaigns, the possibility of rational use of technologies based on practical experience and the need to conduct public opinion research, taking into account the public interest, the professional and ethical standards of quality media, the psychological aspects of the generation and development of social processes, the scope of the attitude phenomenon in public relations.

Analyzes cases, crisis situations, problematic issues raised in the process of professional activity; ability to deliver key informational messages to different target audiences through verbal, non-verbal, intercultural, interpersonal and other communication methods; the importance of effective management of public relations; Psychological regularities of appropriate behavior, conscious and unconscious psychological impact on society.

Justifies the importance of effective management of public relations; the need to use appropriate tools for communication strategy; the need to use strategic and tactical decision-making methods in the negotiation process; offers one's own position and effective ways of solving the problem to the parties; the need to implement social responsibility projects in professional activities.

Participates in planning and conducting research commissioned by governmental, non-governmental, commercial and non-profit organizations; in improving the image and reputation of various organizations, planning and implementing PR events, PR campaigns; in the formation of appropriate strategy and tactics for making decisions; in strategy development and implementation processes; in the selection of media means and implementation of media strategy.

Plans PR actions, PR campaigns, sociological research, work with mass media, necessary measures for improving the organization's image and reputation, correct communication with different social, multicultural and age groups, tactical moves of adequately using the knowledge and experience gained as a result of the analysis of current problems of corporate social responsibility, social and environmental implementation of projects, anti-crisis strategies

Uses media as a PR tool, traditional and specific technological means (news, press conference, briefing, meetings, public speech) in the practice of public relations, taking into account public interests; Effective oral and written communication in business conversation, debate, negotiation, interview, presentation, business correspondence and documentation, both in native and foreign languages.

Directs the communication process, both with individual organizations and internal corporate groups, directs relevant processes of objective use and evaluation of planned communication campaigns; PR events, PR campaigns, PR actions, promotional and advertising technology campaigns.

Anticipates relevant opportunities for objective use and evaluation of PR projects, effectiveness of advertising campaign and integrated marketing communications strategy, threats of social crises. Anticipates behavioral factors and possibilities of using the phenomenon of will in public relations.

Shares professional and ethical standards, the principle of rule of law, human rights and democratic values, taking into account the public interest.

Methods of Achieving Learning Outcomes (teaching-learning)

- Lecture Seminar (group work) Practical Laboratory Practice
 Course work/Project Master's thesis 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. Method of analysis; 13 Verbal or oral method; 14 Writing work method; 15. Practical methods; 16. Project development and presentation; 17. Synthesis method; 18. Activity-based learning; 19. Explanatory method

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.

In case of (FX), an additional exam is prescribed, not less than 5 days after the announcement of the results. The mark obtained in the additional exam is not added to the mark obtained in the final assessment.

Detailed information is provided on the GTU website.

Fields of employment

State sector; non-governmental sector; business field; Banking institutions.

Opportunities for continuing education

Doctoral educational programs

Human and material resources needed to implement the program

The program is provided with appropriate human and material resources. See the attached documents for more information.

Number of attached syllabi: 29

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|----|---|--|--|---|---|--|
| 10 | Advertising planning and management | Public relations management | | 5 | | |
| 11 | Planning and management of PR campaigns | Public relations management | | 5 | | |
| 12 | Relations with the media | Public relations management | | 5 | | |
| 13 | Management of social processes | Attitude management in public relations | | | 5 | |
| 14 | Advertising design | N/A | | | 5 | |
| 15 | Integrated Marketing Communications | Planning and management of PR campaigns | | | 5 | |
| 16 | PR event planning and management practice | Planning and management of PR campaigns | | | 5 | |
| 17 | Research Component | Public relations management; Attitude management in public relations; Planning and management of PR campaigns. | | | | |

Curriculum of the Program

| № | Subject Code | Subject | ESTS credits/hours | Hours | | | | | | | | | |
|-----|---------------|----------------------------------|--------------------|---------|----------------------|-----------|------------|----------|---------------------|-------------------|------------|------------------|----|
| | | | | Lecture | Seminar (group work) | Practical | Laboratory | Practice | Course work/Project | Mid-semester exam | Final exam | Independent work | |
| 1.1 | LEH16312G3-LP | Business Communication (English) | 5/125 | 15 | | 30 | | | | | 2 | 2 | 76 |
| 1.2 | LEH16412G3-LP | Business Communication (German) | 5/125 | 15 | | 30 | | | | | 2 | 2 | 76 |
| 1.3 | LEH16512G3-LP | Business Communication (Russian) | 5/125 | 15 | | 30 | | | | | 2 | 2 | 76 |
| 1.4 | LEH16612G3-LP | Business Communication (French) | 5/125 | 15 | | 30 | | | | | 2 | 2 | 76 |

| | | | | | | | | | | | | |
|-----|---------------|---|-------|----|----|----|--|----|--|---|---|----|
| 2 | SOS21612G1-LS | Attitude management in public relations | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 3 | BUA55012G1-LS | Public relations management | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 4 | SOS45312G1-LS | Methods of social research | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 5 | LEH10712G2-LS | Academic writing | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.1 | BUA75512G1-LS | Innovative management | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.2 | SOS26112G1-LS | Public policy and policy analysis | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.3 | SOS22712G1-LS | Media journalism - a form of public relations | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.4 | SOS42812E1-LS | Advertising Psychology | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.5 | JOI18412G1-LS | Polemical skill | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.6 | BUA47712G1-LS | Conducting negotiations | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 6.7 | BUA50613G1-LS | Internet marketing | 5/125 | 15 | 30 | | | | | 1 | 1 | 78 |
| 6.8 | BUA55112G1-LS | Psychology of advertising | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 7.1 | LEH12512G1-LP | Theory and practice of sectoral text translation (English language) | 5/125 | 15 | | 30 | | | | 2 | 2 | 76 |
| 7.2 | LEH12312G1-LP | Theory and practice of sectoral text translation (French language) | 5/125 | 15 | | 30 | | | | 2 | 2 | 76 |
| 7.3 | LEH12712G1-LP | Theory and practice of sectoral text translation (German language) | 5/125 | 15 | | 30 | | | | 2 | 2 | 76 |
| 7.4 | LEH12912G1-LP | Theory and practice of sectoral text translation (Russian language) | 5/125 | 15 | | 30 | | | | 2 | 2 | 76 |
| 8 | SOS40712G1-LS | Corporate social responsibility | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 9 | SOS45212G1-LS | Brand management | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 10 | BUA54912G1-LS | Advertising planning and management | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 11 | SOS45112G1-LS | Planning and management of PR campaigns | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 12 | JOI19412G1-LS | Relations with the media | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 13 | SOS45412G1-LS | Management of social processes | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 14 | ICT41908G1-LP | Advertising design | 5/125 | 15 | | 30 | | | | 1 | 1 | 78 |
| 15 | BUA53012G1-LS | Integrated Marketing Communications | 5/125 | 15 | 30 | | | | | 2 | 2 | 76 |
| 16 | BUA55212G1-KR | PR event planning and management practice | 5/125 | | | | | 45 | | | 2 | 78 |

Program Head

Tinatin APKHAIDZE

Head of the Quality Assurance Service of the
Faculty of Engineering Economics,
Media Technologies and Social Sciences

Ekaterine SHAKIASHVILI

Dean of the Faculty

Ivane JAGODNISHVILI

Approved
at the meeting of the Council of the Faculty of
Business Engineering, December 12, 2013

Agreed
with the Quality Assurance Service of Georgian Technical University

Davit MAKHVILADZE

Amended
at the meeting of the Council of the Faculty of
Engineering Economics, Media Technologies and Social Sciences
February 5, 2021, Protocol N55

Acting Chairman of the Faculty Council

Tamar KHOKHOBASHVILI

