<u>Name of the Educational Program</u> Public Relations

<u>Degree title:</u> Master of Public Relations

<u>Total number of credits required to complete programme:</u> 120

<u>Language of Instruction</u>: Georgian

<u>Level of Higher Education:</u> Master's s degree

<u>Type of the Educational Program:</u> Academic

The goal of the Public Relations master's program is to prepare a public relations manager who will be able to ensure organization's effective public relations using the results-oriented management, communication strategy, tactics and other tools.

The goal of the Public Relations master's program is:

- to provide the student with in-depth and systematic knowledge in the field of public relations and systematic knowledge in the field of marketing and management (theoretical knowledge);
- to provide the student with the knowledge of management models, their critical understanding and analysis, to develop the ability of using appropriate management models in different environments, the ability to make justified, reasoned conclusions and make decisions in a crisis situation (result-oriented management knowledge / ability);

- to provide the student with in-depth and systematic knowledge of academic and applied research methods in the field of public relations; to develop the ability to independently plan and implement research;
- to provide the students with in-depth knowledge of visual storytelling techniques and to develop the ability of creating content from concept creation to target audience, and the ability of distributing content through appropriate communication channels (visual storytelling);
- to develop result-oriented communication, strategy planning and implementation skills (communication, strategy planning and implementation skills);
- to develop the ability to plan and implement a project, event using modern technologies (ability to plan and implement a project, event);
- to develop Independent planning and directing the development of knowledge and skills necessary for becoming a competitive professional (autonomy and responsibility).

Preconditions for the admission to the program:

Public Relations master's program is intended for individuals, who already possess a higher education degree in any field and wish to continue their studies in the field of Public Relations.

The obligatory preconditions for enrolling the Master's Degree are:

1) Bachelor's degree or equivalent academic degree;
2) Successfully passing Unified National Master's Examinations;
3) Successfully passing internal procedure of admission, which consists of following steps:
- Analyzing candidate's documentation
· Analysis of the application form, submitted by the candidate, which considers assessment of the applicant's professional biography;
- Successfully passing English language test (B2 level) *. The candidates, who by the moment of the application can either demonstrate a valid language certificate, confirming their corresponding level of fluency (TOEFL IELTS), or proof of graduation from an English-taught undergraduate or postgraduate program, is not required to pass the English language test.
- Successfully passing examination in specialty* (oral exam), which in its turn aims to assess the candidate's knowledge of the public relations field.

* Sample examination questions (in English language and specialty) will be posted on the website of the University 30 calendar days before the exam.

Enrollment of students in the Master's program of public relations without passing Unified National Master's Examinations is possible in accordance to the Decree N224/N (paragraph 2 of Article 2) of the Minister of Education and Science of Georgia, issued at December 19, 2011 - "On the approval of the procedure for submission and review of documents by Applicants/Master's Degree Candidates/Students who have the right to study without passing the Unified National Exams/Unified Master's Exams".

Learning outcomes provided by the program:

Knowledge:

the student

Learning outcome 1 - describes in depth the essence, goals, principles, and basic theories of the field of public relations and marketing and systematically discusses modern approaches, methods and priority directions of the field;

Learning Outcome 2 - outlines the main features of corporate communication, media relations, content marketing and digital communications and considers in depth the set of interrelated components;

Learning outcome 3 - discusses the main approaches and models of public relations management, describes in depth the stages of their development and modern trends;

Skills:

Learning outcome 4 - critically analyzes and evaluates the appropriate management model of public relations in different environments and independently establishes the public relations structure of the organization;

Learning outcome 5 - using qualitative and quantitative methods and tools of social science research, systematically processes and critically analyzes modern and complex professional/academic scientific approaches and information, independently obtains data based on empirical research and individually prepares a research paper in the form of a master's thesis or developes a communication strategy.

Learning outcome 6 - independently develops an idea, creates and organizes a logical structure of a communication product, accordingly choose storytelling techniques and using visual storytelling techniques presents content in different formats;

Learning outcome 7 - taking into account the organization's mission, vision and tasks develops a communication strategy (including: crisis communication plan, social responsibility program, etc.) and a corresponding action plan. Based on modern technologies and communication trends, carries out relevant activities with a high professional standard.

Learning outcome 8 - using project management tools and methods, formulates project goals and plans the sequence of measures to be implemented, considers time, human, material, financial and other resources as needed;

Responsibility and autonomy

Learning Outcome 9 - in compliance with the principles of academic integrity in written and oral form presents research results to the academic and professional community. Taking into account professional ethical norms, contributes to the development of the field of public relations and determines the importance of further knowledge development;

Learning outcome 10 - both independently and in the process of working with a team, in compliance with professional and ethical norms, plans and manages a project in the field of public relations and takes responsibility for the decisions made;

Learning outcomes	Goal						
	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
Learning outcome 1	X						
Learning outcome 2	X			X	X		
Learning outcome 3		X					
Learning outcome 4		X					
Learning outcome 5	X		X		X		
Learning outcome 6				X			

Learning outcome 7		X	X		X	X	
Learning outcome 8		X			X	X	
Learning outcome 9			X				X
Learning outcome 10					X		X

Teaching and learning methods:

☒ lecture

☒ team work

☒ practical work

☒ seminar

☒ learning with electronic resources

☐ e-learning

☒ other

Academic and visiting staff may use one or more of the abovementioned methods or any other one depending on the task of the particular course. The teaching-learning methods of a specific course are outlined in the syllabus of the relevant study course.

Evaluation system for student knowledge:

The learning component of Master Program of Public Relations encompasses students' active participation in the teaching process and is based on the principle of continuous assessment of acquired knowledge.

Assessment of acquired knowledge of the program is organized in accordance with the Order No. 3 by the Minister of Education and Science of Georgia, January 5th, 2007 - "The Rule of Calculation of Higher Education Program Credits".

Evaluation of student's learning results in each component of the program must include mid-term (Onetime or Multiple) and summative evaluation, the sum of which constitutes final assessment (100 Points).

Mid-term and summative evaluations (evaluation forms) include evaluation component/components, which determine ways/methods to assess student's knowledge and/or skill and/or competence (written/verbal exam, written/verbal quiz, homework, practical/theoretical work, etc.). Assessment component unites homogeneous assessment methods (test, demonstration, presentation, discussion, practical/theoretical assignment, working in a team, participating in a discussion, etc.). Assessment method/methods are measured by assessment criteria, on the basis of which the level of achievement of learning outcomes is being measured.

Each assessment form and component has certain value allocated from the final score (100 Points) that is indicated in each Syllabus and is being communicated to students during the beginning of the academic semester.

Credits shall not be awarded by using only one form of evaluation (mid-term or summative evaluation). Student will be granted a credit only on the basis of positive assessment.

During the implementation of the public relations master's educational program, the specific share of the minimum competence limit of the student's midterm and final assessment is reflected in a specific syllabus and is communicated to the student at the beginning of the academic semester.

Under the evaluation system there are five types of positive evaluation:

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

 Two types of negative evaluation:

(FX) Did not pass – 41-50 out of the maximum evaluation, which means that the student needs to work more to pass the examination and he/she shall be given the possibility to retake the examination after the self-study;
(F) Fail – 40 points or less out of the maximum evaluation, which means that the work done by the student is not enough and he/she has to retake the course.

In case of (FX) evaluation in any component of the educational program, the University must hold an additional examination within not later than 5 days after the announcement of the results of the summative examination. The points, awarded to the student in the summative evaluation, shall not be added to the evaluation of the student at the additional examination. The evaluation obtained by the student at the additional examination is the summative evaluation and shall be included in the final evaluation of the component of the educational program. In case of taking 0-50 points in the final evaluation, including the evaluation obtained at the additional examination, the student evaluation will be F-0 points.

The scientific-research component of the public relations master's educational program (execution and defense of the master's thesis) must be evaluated in the same or the next semester in which the student completed the work. The scientific-research component of the public relations master's educational program is evaluated only once (final evaluation).

The evaluation system of the scientific-research component of the public relations master's educational program is:

Five types of positive evaluation:

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

Two types of negative evaluation:

Two types of negative evaluation:

(FX) Did not pass – 41-50 out of the maximum evaluation, which means that the master's student is allowed to present the revised master's thesis during the next semester;

(F) Fail – 40 points or less out of the maximum evaluation, which means that the master's student loses the right to present the same master's thesis.

The calculation of the Grade Point Average (GPA) is part of the system of evaluation of the student's knowledge. The student's Grade Point Average (GPA) is calculated by multiplying the evaluation, obtained by the student in every subject of the educational program, to the credits of that subject. The product of multiplication of the subjects and credits is summed up and divided by the total number of the credits of the taken subjects. The weight of the point in the calculation of the average number is:

A = 4
B = 3, 2
C = 2, 4
D = 1, 6
E = 0, 8

Field of employment:

Graduates of the Master's Program in Public Relations can be employed in public relations, communications and integrated marketing communications departments and in public, private or non-governmental organizations and the media sector.
Graduates will also be able to carry out independent projects, create different communication strategies in the form of individual orders and consult the interested parties.

Opportunity for continuing education process:

Public relations master's program graduates are entitled to continue their studies in other Georgian or Foreign Higher Educational Institutions on a PHD program, which is focused on further training of a next-level researcher, if the prerequisite for admission to this program is not limited to a master's degree in another field.

Human resources necessary for the program implementation:

Sufficient human resources are being involved in the implementation of the Public Relations master's program. Educational program components are being led by academic personnel of the University, as well as invited specialists with sufficient experience and competence.

For more information on human resources, see Appendix №2.

Material resources necessary for the program implementation:

To achieve the learning outcomes of the Master's Program in Public Relations, the University infrastructure and material and technical resources available to students without restrictions will be used, in particular:

- Academic audits and conference halls equipped with appropriate inventory;
- Library, equipped with computer hardware and informational-communicational technologies
- Computer classes, computer hardware connected to internet and internal network and adequate computer software in learning/teaching process;
- Different technical equipment etc.

The educational program of public relations is provided with relevant textbook and methodological literature. The University's library provides students with electronic textbooks relevant to the syllabus, educational-methodical and scientific literature, as well as the library's database.

Material resources owned and possessed by the University, ensures the realization of the goals of the Master's Program in Public Relations to implement its objectives and achieve planned learning outcomes:

Buildings and Structures - the Master's Program in Public Relations is carried out in the buildings and structures owned and leased by the university, where sanitary-hygienic and safety norms are highly respected (the buildings are equipped with installed alarms, fire extinguishers, video control system takes place on the perimeter, order is maintained by the custodial servant of the university). The building is in full accordance with the technical requirements established for the institutions, lecturing and practicum auditoriums are equipped with relevant technique and inventory (projector, chairs, desks, boards etc.).

Library - In the library of the University the relevant printed and electronic fund of the Master's Program in Public relations is preserved, which is available for the students, invited and academic personnel. The library has a reading hall equipped with appropriate equipment (chairs, tables, computers, copier). In the reading hall, students have the opportunity to use internet and international electronic resources (EBSCO; JSTOR; Cambridge Journals Online; BioOne Complete; e-Duke Journals Scholarly Collection; Edward Elgar Publishing Journals and Development Studies e-books; IMechE Journals; New England Journal of Medicine; Open edition Journals; Royal Society Journals Collection; SAGE Premier). The library of the university has electronic catalogue.

The working space of academic personnel is equipped with the relevant inventory and technical equipment (chairs, tables, wardrobes, computers with the access to internet, Xerox multifunctional machine).

The University uses information/communication technologies and tools in order to facilitate the implementation and administration of Master's educational program in Public Relations. There is software relevant to the master's program in public relations, computer equipment responds to modern requirements, is connected to the Internet and is available for students, academic, visiting and administrative staff. The electronic system of evaluating students' knowledge and organizing teaching process lmb.gipa.ge. is used for the availability of evaluations for students, for the administration staff to monitor students' academic performance and to promote the learning process. Through the web-page, which contains educational programs catalog and information about the learning process, the University provides publicity and accessibility of information.

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Course distribution of Public Relations Master's program:

№	Code of the course	Prerequisite	Module/course	ECTS credit				Hour Distribution for Students[1]	
				I year		II year		Contact hours[2]	Independent hours[3]
				Semester					
				I	II	III	IV		
		Learning component[4]							
		Mandatory courses							
Module I - Analysis of the organization's public relations management									
1.	PR 700	N/A	Public relations management	5/125				39	86
2.	MGT 700	N/A	Organizational management in public relations	5/125				36	89

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[1] The time required to achieve the learning outcomes defined by the educational program. The student's study load is based on independent and contact hours.

2 The time determined for the student's educational activities with the involvement of the personnel implementing the component of the educational program.

[3] The time of the student's educational activities without the involvement of the personnel implementing the component of the educational program (preparation of homework and exams, etc.).

[4] A component of an educational program presented as a course, module, practicum, or other component.

No.	Code	Prerequisite	Course						
3.	PR 701	N/A	Communication psychology	5/125				30	95
4	MCOM 702	N/A	Mass communication theories in public relations	5/125				39	86
5	PR 712	N/A	Project of module I: **Analysis of the organization's public relations management**	3 / 75				17	58
Module II - Concept of organization's public relations									
6.	MGT 701	N/A	Marketing		5/125			45	80
7.	PR 704	PR 700	Corporate communications		5/125			39	86
8	MCOM 703	PR 700	Media relations and writing in the field of public relations		5/125			42	83
9	PR 716	PR 700, MGT 700	Crisis communications		5/125			36	89
10	PR 702	N/A	Content marketing and digital communication		5/125			36	89
11	RES 700	N/A	Research methods and data analysis		6/150			48	102
12	PR713	PR 712	Project of module II: Concept of organization's public relations		3 / 75			12	63
Module I I I - Implementation of the organization's campaign									
13	MGT 703	PR 704	Event management			4/100		36	64

#	Code	Prerequisite	Title						
14	MGT 704	PR 700, MGT 701	Media planning			5/125		36	89
15	MGT 705	MGT 700	Project management			4/100		42	58
16	PR 703	PR700/ PR702	Visual storytelling			4/100		42	58
17	PR 714	PR713	Project of module III - Implementation of the organization's summary campaign of public relations			3 / 75		12	63
18	MGT 706	MGT 700, PR 701, MGT 705	Managing for results				3/75	27	48
19	PR 705	PR 700, RES 700, PR 704, PR 716, MGT 704, MGT 705, PR 703	Public relations in action - campaign planning and budgeting				3/75	24	51
			Elective courses	4	4	4			
1	PR 717	N/A	Communication skills, presentation and performance	4/100				30	70
2	PR 709	N/A	Public relations and creativity	4/100				33	67
3	MCOM 700	N/A	Public opinion and political communication	4/100				36	64

#	Code	Prerequisite	Name	S1	S2	S3	S4		
4	MGT 702	PR 700	Strategic branding		4/100			36	64
5	PR 707	PR 700	Public relations of international and non-governmental organizations		4/100			36	64
6	PR 708	PR 700	Public relations of government agencies		4/100			27	73
7	MGT 707	PR700; RES 700	Fundraising			4/100		30	70
8	PR 715	MGT 701	Personal branding			4/100		33	67
9	PR 710	PR 704	Conducting campaigns on social issues			4/100		36	64
10	MGT 708	MGT 701, RES 700, PR 716	Sales management			4/100		30	70
			Mandatory research component						
1.	PR 711	95 ECTS	Master thesis				25/625		
Credits during the semester				27	38	24	31		
Credits during the year				65		55			
Total				120					

Learning Outcome Map:

In order to reach the program outcomes each mandatory course is presented in relation to the program outcomes. The appropriate level indicates which course leads to which result. Courses are divided into three levels - a) introduction-oriented courses (I-Introduction); b) Courses focused on deepening (D - Development) c) Courses focused on reinforcement (M - Mastering). In the cross section box of the course and its outcome level indicators I, D, M are noted. All courses contain practical components.

Learning outcomes	outcome 1	outcome 2	outcome 3	outcome 4	outcome 5	outcome 6	outcome 7	outcome 8	outcome 9	outcome 10
Public relations management	I	I		I	I		I		I	I
Organizational management in public relations	I		I	I			I	I	I	
Communication psychology	I		I	I		I				

Mass communication theories in public relations	I	I	I		I				I	I
Module I - Analysis of the organization's public relations management	I	I	I	I	I				I	I
Marketing	I	I	D	I	D		D	D	D	D
Corporate communications		D		D	D		D	D	D	D
Media relations and writing in the field of public relations	I	D	I		D		D			D
Crisis communications	D		D	D	D		D	D	D	
Content marketing and		D		D	I	I	D	D		

digital communication	I									
Research methods and data analysis				D	M		M		M	D
Module II - Concept of organization's public relations	D	D	D	D	M	D	M	D	D	D
Event management		M		M		M	M	M		M
Media planning	M	M	D	M	M		M		D	
Visual storytelling		M	D	M		M	M		D	
Project management		M	M	M	D		M	M		M
Module III - Implementation of the organization's	M	M	M	M	M	M	M	M	M	M

summary campaign										
Management for results		M	M	M			M	M	M	
PR in action	M		M	M	M	M	M			M
Master thesis	M	M	M	M	M		M		M	M

Appendix №1

Head of the program
(CURRICULUM VITAE)

Name	Mariam Sekhniashvili
Position	Head of the Public Relations master's program

Workplace	Georgian Institute of Public Affairs			
Contact information	Phone:	+995 577 571816	e-mail:	m.sekhniashvili@gipa.ge
Thesis Defended and Areas of academic/scientific research				
Publications	**Digital competences and cyber security. A case of universities in Tbilisi.** Nino durglishvili, Ivane Kechahkmadze, Mariam Sekhnishvili; Internet Education Science. Horizonti (2020). The impact of environmental factors on parents in decision making;http://press.tsu.edu.ge/data/image_db_innova/PRINT-mermisi-2019-1.pdf Analysis of the main factors influencing women's success in post-Soviet Georgia (2005). Identity, power and the city in the works of young scientists of the South Caucasus, Collection of articles. Heinrich Böll Stiftung;Addressing Corruption in Infrastructure Services in Georgia; Partnering to Combat Corruption; (2007);			

Hear of the program
(CURRICULUM VITAE)

Name	Nikoloz Abuashvili			
Position	Professor, Head of the Public Relations master program			
Workplace	Georgian Institute of Public Affairs			
Contact information	Phone:	+995 577 728 228	e-mail:	n.abuashvili@gipa.ge
Thesis Defended and Areas of academic/scientific research	PHD, Economics, Georgian Institute of Public Affairs; Fields of scientific research: business processes, economy, finance, marketing;			
	2017 - Keunwon Song, N. Partskhaladze, N. Abuashvili, D. Akhvlediani - Economic Development Policy and Cluster Opportunities in Developing Countries: The Case of Georgia, Chapter of the book: Critical Issues in Georgian Politics and Public Administration, Westphalia Press, George Mason University, 2017.			

	Abuashvili, An eye for an eye - what markets consider important when evaluating businesses, Eurasian Journal of Economics and Finance, 2017
	2016 - N. Abuashvili, D. Akhvlediani, N. Partskhaladze - opportunities for inter-regional and inter-municipal cooperation and cluster development. Policy Papers #2 2016, pp. 49-70.
	1999 - A. Ediberidze, N. Abuashvili, M. Nikolashvili - Management training for research organizations using distance learning methods, TET99, Giovik (Norway), 1999
	1998 - A. Ediberidze, N. Abuashvili, M. Nikolashvili - Concept of development of the network of the Technical University of Georgia, EUNIS98, Prague, 1998
	N. Abuashvili – Where is information technology going today? Open Society, Tbilisi, 1998
	1997 - N. Abuashvili - Do we look like them or do they look like us? N. Chavchavadze Georgian International Center "Free Society", Tbilisi, 1997
	1996 - N. Abuashvili - Have you thought about motivation? TSU, Tbilisi, 1996

Appendix №2

Information about human resources

№	Name	Status	Course/research component
1	Eldar Pirmisashvili	Invited lecturer	Management of public relations Master thesis

2	Nino Shoshitaishvili	Invited lecturer	Organizational management in public relations, Management for results
3	Mariam Davitashvili	Invited lecturer	Communication psychology
4	Nikoloz Abuashvili	Professor	Marketing/strategic branding Master thesis
5	Ekaterine Basilaia	Assistant professor	Mass communication theories in public relations
6	Tinatin Natchkebia	Assistant Professor	Visual storytelling
7	Lili Pulariani	Invited lecturer	Content marketing and digital communication
8	Tamar Rodonaia	Invited lecturer	Corporate communication Master thesis
9	Tea Skhiereli	Invited lecturer	Media relations and writing in the field of public relations
10	Anna Keshelashvili	Professor	Research methods and data analysis Master thesis
11	Tinatin Tsomaia	Professor	Conducting campaigns on social issues Master thesis
12	Nino Gogoladze	Invited lecturer	Media planning
13	Mariam Kubusidze	Invited lecturer	Event management
14	Giorgi Turkia	Professor	Project management

			Master thesis
15	Vano Tsertsvadze	Professor	Research methods and data analysis Master thesis
16	Nino Danelia	Invited lecturer	Public opinion and political communication
17	Maia Mikashavidze	Professor	Fundraising Master thesis
18	Salome Benidze	Assistant professor	Public relations of international and non-governmental organizations, Crisis communications Master thesis
19	Tinatin Stambolishvili	Associated Professor	PR in action – campaign planning and budgeting Master thesis
20	Sophio Jajanashvili	Invited lecturer	Public relations of government agencies
21	Nino Tsitlanadze	Invited lecturer	Public relations and creativity, Personal branding Master thesis
22	Nana Aburjanidze	Invited lecturer	Sales management
23	Mariam Sekhniashvili	Assistant professor	Crisis communication Master thesis
24	Irina Bregvadze	Invited lecturer	Communication skills – presentation and performance