

**COURSE DESCRIPTION**  
**Research Methods in Public Relations and Advertising**  
**Academic year 2025-2026**

**1. Programme-related data**

1.1. Higher Education Institution	Babeş-Bolyai University, Cluj-Napoca
1.2. Faculty	Faculty of Political, Administrative, and Communication Sciences
1.3. Doctoral School	<b>Doctoral School of Communication, Public Relations, and Advertising</b>
1.4. Field of study	Communication Sciences
1.5. Level of study	<b>DOCTORAL STUDIES</b>

**2. Course-related data**

2.1. Course title	<b>RESEARCH METHODS IN PUBLIC RELATIONS AND ADVERTISING</b>			Course code	<b>SDCRPP3</b>
2.2. Course coordinator	Prof. Ioan HOSU, Ph.D.				
2.3. Seminar coordinator	Assoc. Prof. Ioana IANCU, Ph.D.				
2.4. Year of study	1	2.5. Semester	1	2.6. Type of assessment	Viva voce
2.7. Course status	Compulsory			2.8. Course type	Core subject

**3. Total estimated time** (hours per semester of teaching activities)

3.1. Number of hours per week	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
<b>Time allocation for individual study (IS) and self-taught activities (ST)</b>					<b>hours</b>
Learning from textbooks, course materials, bibliography, and notes (IS)					47
Additional research in the library, on subject-specific electronic platforms, and on-site					46
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					47
Tutoring (professional guidance)					2
Examinations					2
Other activities					
<b>3.7. Total hours of individual study (IS) and self-taught activities (ST)</b>				<b>144</b>	
<b>3.8. Total hours per semester</b>				<b>200</b>	
<b>3.9. Number of credits</b>				<b>8</b>	

**4. Prerequisites** (where applicable)

4.1. curriculum-related	
4.2. skills-related	

**5. Specific conditions** (where applicable)

5.1. course-related	
5.2. seminar/laboratory-related	

**6. Subject-specific learning outcomes**

<b>Knowledge</b>
1. Communication principles
2. Public opinion formation
<b>Skills</b>
1. Conducts market research
2. Performs consumer needs analysis

<b>Responsibility and autonomy</b>
1. The set of common principles regarding communication, such as active listening, building rapport, adapting the register, and respecting others' contributions.
2. The process through which perceptions and opinions regarding an issue are formed and reinforced. The elements that play a role in public opinion, such as information framing, psychological processes, and conformity.
3. Collects, evaluates, and presents data on the target market and customers in order to facilitate strategic development and feasibility studies. Identifies market trends.
4. Analyzes the habits and needs of consumers and target groups in order to design and implement new marketing strategies and to sell goods more efficiently.

## 7. Contents

<b>7.1. Course</b>	<b>Teaching and learning methods</b>	<b>Remarks<sup>1</sup></b>
Research in social sciences	Interactive presentation	
Explanatory paradigms in social sciences and their influence on research methodologies	Interactive presentation	
Methodological domain in social sciences. Methods, techniques, instruments	Interactive presentation	
Developing a research design in communication	Interactive presentation	
Qualitative and quantitative in investigating social phenomenon	Interactive presentation	
Semi-structured interview	Interactive presentation	
Focus-group	Interactive presentation	
Content analysis	Interactive presentation	
Observation	Interactive presentation	
Opinion survey	Interactive presentation	
Experiment	Interactive presentation	
Case studies	Interactive presentation	
Descriptive statistic	Interactive presentation	
Analytical statistics	Interactive presentation	
Bibliography <ul style="list-style-type: none"> <li>● Chelcea, S. (2004). <i>Metodologia cercetării sociologice: Metode cantitative și calitative</i> (ed. a 2-a revizuită). Editura Economică.</li> <li>● Dawson, C. (2007). <i>A practical guide to research methods</i> (3rd ed.). How To Content.</li> <li>● Daymon, C., &amp; Holloway, I. (2005). <i>Qualitative research methods in public relations and marketing communications</i>. Routledge.</li> <li>● Gray, P. S., Williamson, J. B., Karp, D. A., &amp; Dalphin, J. R. (2007). <i>The research imagination: An introduction to qualitative and quantitative methods</i>. Cambridge University Press.</li> <li>● Henn, M., Weinstein, M., &amp; Foard, N. (2006). <i>A short introduction to social research</i>. Sage Publications.</li> <li>● Iluț, P. (1997). <i>Abordarea calitativă a socio-umanului</i>. Editura Polirom.</li> <li>● Jensen, K. B. (2002). <i>A handbook of qualitative methodologies for mass communication research</i>. Routledge.</li> <li>● de Singly, F., Blanchet, A., Gotman, A., &amp; Kaufmann, J.-C. (1998). <i>Ancheta și metodele ei</i>. Editura Polirom.</li> <li>● King, G., Keohane, R. O., &amp; Verba, S. (2000). <i>Fundamentele cercetării sociale</i>. Editura Polirom.</li> <li>● Mack, N., Woodson, C., MacQueen, K. M., Guest, G., &amp; Namey, E. (2005). <i>Qualitative research methods: A data collector's field guide</i>. USAID.</li> <li>● Rotariu, T., &amp; Iluț, P. (2006). <i>Ancheta sociologică și sondajul de opinie: Teorie și practică</i> (ed. a 2-a revăzută și adăugită). Editura Polirom.</li> </ul>		

<sup>1</sup> For example, organisational aspects, recommendations for students, specific aspects relating to the course/seminar, such as inviting experts in the field, etc.

7.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Case studies prepared with the doctoral students, based on their individual doctoral research topics	Discussions and exercises	
Paradigms in social sciences	Discussions and exercises	
Steps in a research design	Discussions and exercises	
Operationalization, hypotheses, variables	Discussions and exercises	
Sampling types	Discussions and exercises	
Semi-structured interview	Discussions and exercises	
Focus-group	Discussions and exercises	
Content analysis	Discussions and exercises	
Observation	Discussions and exercises	
Opinion survey	Discussions and exercises	
Experiment	Discussions and exercises	
Case studies	Discussions and exercises	
Research instruments	Discussions and exercises	
Qualitative and quantitative research instruments	Discussions and exercises	
Bibliography <ul style="list-style-type: none"> <li>Chelcea, S. (2004). <i>Metodologia cercetării sociologice: Metode cantitative și calitative</i> (ed. a 2-a revizuită). Editura Economică.</li> <li>Dawson, C. (2007). <i>A practical guide to research methods</i> (3rd ed.). How To Content.</li> <li>Daymon, C., &amp; Holloway, I. (2005). <i>Qualitative research methods in public relations and marketing communications</i>. Routledge.</li> <li>Gray, P. S., Williamson, J. B., Karp, D. A., &amp; Dalphin, J. R. (2007). <i>The research imagination: An introduction to qualitative and quantitative methods</i>. Cambridge University Press.</li> <li>Henn, M., Weinstein, M., &amp; Foard, N. (2006). <i>A short introduction to social research</i>. Sage Publications.</li> <li>Iluț, P. (1997). <i>Abordarea calitativă a socio-umanului</i>. Editura Polirom.</li> <li>Jensen, K. B. (2002). <i>A handbook of qualitative methodologies for mass communication research</i>. Routledge.</li> <li>de Singly, F., Blanchet, A., Gotman, A., &amp; Kaufmann, J.-C. (1998). <i>Ancheta și metodele ei</i>. Editura Polirom.</li> <li>King, G., Keohane, R. O., &amp; Verba, S. (2000). <i>Fundamentele cercetării sociale</i>. Editura Polirom.</li> <li>Mack, N., Woodson, C., MacQueen, K. M., Guest, G., &amp; Namey, E. (2005). <i>Qualitative research methods: A data collector's field guide</i>. USAID.</li> <li>Rotariu, T., &amp; Iluț, P. (2006). <i>Ancheta sociologică și sondajul de opinie: Teorie și practică</i> (ed. a 2-a revăzută și adăugită). Editura Polirom.</li> </ul>		

## 8. Evaluation

Type of activity	8.1 Evaluation criteria <sup>2</sup>	8.2 Evaluation methods <sup>3</sup>	8.3 Percentage in the final grade
8.4. Course	Research proposal	Colloquium	50%
8.5. Seminar/ laboratory	Development of a research instrument	Project	50%
8.6 Minimum standard for passing			
The ability to analyze and synthesize. Knowledge of the fundamental elements of research theory and methodology. The ability to correctly and appropriately use research concepts and methods. The proper use of bibliographic resources.			

<sup>2</sup> The evaluation criteria must directly reflect the learning outcomes targeted at the level of the degree programme respectively at the level of the subject. More specifically, the learning outcomes set out in the expected learning outcomes are assessed.

<sup>3</sup> Both final evaluation methods and ongoing evaluation strategies should be established.

9. SDG labels (Sustainable Development Goals)<sup>4</sup>

	<input checked="" type="radio"/>	Sustainable Development Generic Label						
								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								No label applies
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					

Date of entry:  
September 2025

Signature of course coordinator  
Prof. Ioan Hosu, PhD

Signature of seminar coordinator  
Assoc. Prof. Ioana Iancu, PhD

Date of approval in the department:  
September 2025

Signature of the head of department  
Prof. Ioan Hosu, PhD

<sup>4</sup> Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."