



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Public Relations in Tourism								
1.2. Study Programme	Tourist Destination Marketing and Management undergraduate professional study programme								
1.3. Course Short Name	OSJT	1.7. Year of Study	Third						
1.4. Course Code	TDM19333	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	15								
Exercises	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Zdeslav Milas	2.6. Course Associates	Marta Takahashi
2.2. Academic Rank	MSc	2.7. Academic Rank	MA
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	zdeslav.milas@bernays.hr	2.9. Contact e-mail	marta.takahashi@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the <i>Fundamentals of Public Relations</i> course is to provide students with insight into the profession and become familiar with the goals and tasks of public relations, acquire knowledge of key terminology and raise awareness of the importance of forming and maintaining image and reputation for the organization. Students will be able to recognise the difference between public relations, marketing, journalism and propaganda. Students will become familiar with how to establish good media relations and how to communicate with journalists professionally, successfully and in a quality manner. Attending this course will allow students to acquire specific professional knowledge, practical written, spoken and visual skills, as well as acquire the ability to integrate communication techniques and channels necessary to communication in a practical manner with diverse target publics, with an emphasis on representatives of the media. In the second part of
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	the course, students will be introduced to planning and managing public relations, media relations (editors, journalists), various tools (such as preparing media and press releases, press conferences) and public relations techniques.																				
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.																				
3.3. Learning Outcomes	<p>LO1: Define an organisation's public relations in tourism industry goals and environment.</p> <p>LO2: Distinguish goals and instruments in internal communication, relations with authorities, investor relations and crisis communication.</p> <p>LO3: Identify the various activities used in public relations and media relations planning.</p> <p>LO4: Describe the application of specific PR tools that serve to properly implement communications activities and strategies.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction to course + public relations basics terms and definitions. PR profession and differentiation from marketing, journalism, propaganda. 2. Key public in tourism. Local community cooperation in creating destination image. Crisis communication in tourism. 3. Intern communication. 4. Hotel communication. PR in tourist boards. 5. Corporate communication and public affairs. 6. Investor relations. 7. Mass media in Croatia. 8. Media relations. 9. Planning in PR. 10. Defining, basic distribution of PR tools. 11. Review and application of written, spoken and visual techniques in PR. 12. Role of websites in PR in tourism. 13. Social networks. 14. Workshop: Press conference simulation. (3 h) – guest lecturer: Vladimir Preselj. 15. Preliminary exam. (1 h) 																				
3.5. Types of Class Activities	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td></td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td></td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td></td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.												
3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Regular attendance and participation in lecture discussions. Participation in Exercises. Taking exams base on obligatory literature.																				



3.8. Monitoring Student Work and ECTS

1	Class Attendance	2	Written Exam		Seminar Paper		Preliminary Exam(s)	0, 5	Project
	Activities in Class		Oral Exam		Research		Essay		Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance and class participation	10
2. Preliminary exam	80
3. Exercises	10
Total Points	100

3.10. Obligatory Literature

1. Tomić, Z. (2016). *Odnosi s javnošću – Teorija i praksa*. Zagreb-Sarajevo: Synopsis d.o.o., odabrana poglavlja (1-2, 4-9, 12, 22, 29-32, 33, 34, 49-53).

3.11. Supplementary Literature

- Jugo, D. (2012). *Strategije odnosa s javnošću*. Zagreb: Profil Knjiga, Novelti Millenium.
- Jugo, D. (2017). *Menadžment kriznog komuniciranja*. Zagreb: Školska knjiga, Edward Bernays Visoka škola za komunikacijski menadžment.
- Theaker, A. (2008). *The public relations handbook*. New York: Routledge.
- Phillips, D., Young, P. (2009). *Online public relations: a practical guide to developing an online strategy in the world of social media*. London and Philadelphia: Kogan Page Ltd.
- Brown, R. (2009). *Public relations and the social web: using social media and web 2.0 in communications*. London and Philadelphia: Kogan Page Ltd.
- Deuschl, D. E. (2005). *Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers*. Oxford: Butterworth-Heinemann.
- Murguan, A. (2013). *Tourism And Public Relations*. Delhi, India: Kalpaz Publications.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires