



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Public Relations Writing								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	POSJ	1.7. Year of Study	First, Second, Third						
1.4. Course Code	CM1947	1.8. Semester	Second, Fourth, Sixth / Summer						
1.5. Course Status	Elective	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>10</td> </tr> <tr> <td>Exercises</td> <td>20</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	10	Exercises	20	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	10								
Exercises	20								

2. TEACHING STAFF

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

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the <i>Public Relations Writing</i> course is to present students with basic forms of public communication texts and writing tools in public relations, and to teach students about their characteristics. After completing the course, students should know how to independently and properly formulate, but also apply the basic written tools in public relations.
3.2. Enrolment Criteria	There are no special requirements to enrol in this course.
3.3. Learning Outcomes	LO1: Describe the characteristics of news, leads, media statements, and media invitations. LO2: Construct content and structure of a statement for media and / or media invitation.



3.3. Learning Outcomes	<p>LO3: Describe the characteristics of press releases, promotional texts, opinion-based types, interviews, media briefs, business correspondence, denials and company profiles.</p> <p>LO4: Construct content and structure of a press release and / or promotional text.</p> <p>LO5: Demonstrate the use of particular written tools on a concrete example in practice.</p>									
3.4. Course Content	<ol style="list-style-type: none"> 1. Introductory lecture. / Getting to know the course contents and learning outcomes. / Types of writing in public relations. / Basic Public Relations Tools. 2. Standard News. / Lead. 3. Media statement. / Media announcement. / Media invitation. 4. Media brief. / Backgrounder. 5. Press release. 6. Promotional texts / Advertorials. 7. Opinion-based types of texts. / Interview. 8. Business letter. / Denial. / Company profile. 9. Simulation of student map creation. 10. Preliminary exam. 									
3.5. Types of Class Activities	x	Lectures	x	Exercises		Field Trips		Multimedia and Network		Mentored Paper
3.6. Course Language		Seminars and Workshops		Distance Learning	x	Independent Assignments		Laboratory	x	Misc.
3.7. Student Obligations	Attending lectures, active participation in classes and regularly obligations fulfilment.									
3.8. Monitoring Student Work and ECTS	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)	1	Project
3.9. Grading Students during Class and Final Exam		Activities in Class		Oral Exam		Research		Essay		Misc.
3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Malović, S. (2005): <i>Osnove novinarstva</i>, Golden marketing-Tehnička knjiga, Zagreb. (pp. 167 – 260, 325 – 333) 2. Tomić, Z. (2008): <i>Odnosi s javnošću – teorija i praksa</i>, Synopsis, Zagreb – Sarajevo (pp. 471 – 488) 3. Class presentations. 									

Grade Type	Points
1. Class attendance and activity	5
2. Preliminary exam 1	30
3. Preliminary exam 2	35
5. Student folder	30
Total Points	100



3.11. Supplementary Literature

1. Bivins, T. H. (1998) *Public Relations Writing: The Essentials of Style and Format*, Lincolnwood

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires.