



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	International Public Relations								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	INIPR	1.7. Year of Study	First, Second, Third						
1.4. Course Code	CM19156	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>Type</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercise</td> <td>15</td> </tr> </tbody> </table>	Type	Total hours	Lectures	15	Exercise	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Type	Total hours								
Lectures	15								
Exercise	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Igor Vukasović	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	igor.vukasovic@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 objective of the International Public Relations course is for the students to familiarize themselves with some of the best, but also some of the worst practices in public relations. Lectures, project assignment and exercises program will be primarily based on comprehensive case studies. This will enable students to acquire the necessary knowledge and implement it in practice benchmarking it against notable and award winning public relations practices on international scale.
3.2. Enrolment Criteria	There are no requirements for enrolment.



3.3. Learning Outcomes	<p>LO1: Critically analyze and evaluate the elements of quality practices in public relations</p> <p>LO2: Create and implement a public relations campaign</p> <p>LO3: Recognize opportunities and threats and manage public relations activities accordingly</p> <p>LO4: Apply the acquired knowledge in strategic public relations management and communication management</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Public relations on the international scene. Stakeholders and benchmarks. 2. Best PR campaigns of the past decades – case studies (part 1) 3. Best PR campaigns of the past decades – case studies (part 2). <i>Work on Project assignment. The first Exercise.</i> 4. Notable PR campaigns and PR stunts through history – examples 5. Crisis public relations on international scale and mistakes in managing public relations – case studies 6. Socially responsible campaigns – case studies. <i>Work on Project assignment.</i> 7. Guerilla campaigns – examples. <i>Second Exercise</i> 8. Written Exam (preterm) 9. <i>Project assignment – student presentations I (part 1)</i> 10. <i>Project assignment – student presentations II (part 2)</i> 																				
3.5. Types of Class Activities	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">X</td> <td style="width: 25%;">Lectures</td> <td style="width: 5%; text-align: center;">X</td> <td style="width: 15%;">Exercises</td> <td style="width: 5%; text-align: center;">X</td> <td style="width: 15%;">Project assignment</td> <td style="width: 5%;"></td> <td style="width: 15%;">Multimedia and Network</td> <td style="width: 5%;"></td> <td style="width: 20%;">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	X	Project assignment		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	English Language																				
3.7. Student Obligations	<p>Regular attendance and active participation</p> <p>Mastering mandatory literature and lectures</p> <p>Completing the project assignment with presentation (individual work)</p> <p>Exercises participation (individual work)</p> <p>Final Exam</p>																				
3.8. Monitoring Student Work and ECTS	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">1</td> <td style="width: 25%;">Class Attendance</td> <td style="width: 5%; text-align: center;">1,5</td> <td style="width: 15%;">Written Exam</td> <td style="width: 5%;"></td> <td style="width: 15%;">Seminar Paper</td> <td style="width: 5%;"></td> <td style="width: 15%;">Preliminary Exam(s)</td> <td style="width: 5%; text-align: center;">1</td> <td style="width: 20%;">Project- paper and presentation</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td style="text-align: center;">0,5</td> <td>Exercises</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance	1,5	Written Exam		Seminar Paper		Preliminary Exam(s)	1	Project- paper and presentation		Activities in Class		Oral Exam	0,5	Exercises		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Grade type</th> <th style="width: 30%;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Written Exam</td> <td style="text-align: center;">43</td> </tr> <tr> <td>2. Project Assignment</td> <td style="text-align: center;">39</td> </tr> <tr> <td>3. Exercise</td> <td style="text-align: center;">8</td> </tr> <tr> <td>4. Class Participation</td> <td style="text-align: center;">5</td> </tr> <tr> <td>5. Class Attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Total points</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>	Grade type	Points	1. Written Exam	43	2. Project Assignment	39	3. Exercise	8	4. Class Participation	5	5. Class Attendance	5	Total points	100						
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Igor Vukasović, <i>International Public Relations</i> - script 2. Ralph Tench, Liz Yeomans (2009). <i>Exploring Public Relations</i>, Prentice Hall 																				



3.11. Supplementary Literature

1. Philip J. Kitchen, Don E. Schultz (2001). *Raising the corporate umbrella*, New York: Palgrave.
2. David Meerman Scott (2013). *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*, Wiley.
3. C.B.M. van Riel (1995). *Principles of Corporate Communication*, Hemel Hempstead: Prentice-Hall.
4. Božo, Skoko (2006). *Priručnik za razumijevanje odnosa s javnošću*, Millenium promocija, Zagreb.
5. Damir Jugo (2017). *Reactive crisis strategies application of the corporate sector in Croatia. Journal of Communication Management, Vol. 21 Issue: 2*, pp.201-214.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires