



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Market Communication Agencies								
1.2. Study Programme	Communication Management professional undergraduate study programme								
1.3. Course Short Name	ATKOM	1.7. Year of Study	Third						
1.4. Course Code	CM19130	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 Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays- According to published schedule
Course Structure	Hours								
Lectures	20								
Exercises	10								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Ivan Pakozdi	2.6. Course Associates	Mario Petrović
2.2. Academic Rank	MA	2.7. Academic Rank	MA
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	ivan.pakozdi@bernays.hr	2.9. Contact e-mail	mario.petrovic@bernays.hr
2.5. Consultations	According to the published schedule	2.10. Consultations	According to the published schedule

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course is to introduce students to the different types, structures, scope and activities of specialized and full service communication agencies. The course clarifies the differences between public relations agencies, media & buying agencies, event agencies, creative agencies and digital agencies, and in addition to their organization, and type of services they provide in the market. By taking this course, students gain a thorough insight into the services of individual departments and positions within specialized and full service communication agencies, and prepare themselves for the work and day-to-day tasks in various types of communications agencies in an ethical and professional manner. The course emphasizes the relationship between the agency and the client and gives professional advices for building quality and long-
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	<p>term business relationships. The course introduces students to the role of umbrella associations for market communication such as the Croatian Public Relations Association (CPRA) and the Croatian Association of Communications Agencies (HURA) and how those associations influence the behaviour of communication agencies and regulate their work. In addition to providing students with an understanding of the specific responsibilities in the business relationship that develops between the agency and the client, it virtually prepares students to complete various application forms intended for agencies to participate in various public tenders and agency pitches. Upon completion of this course, students will learn according to which criteria an agency is selected, how to draft an agency brief, what are the provisions of the Code of Advertising and Market Communication, and how to fill out the application documentation for various agency professional competitions.</p>																				
<p>3.2. Enrolment Criteria</p>	<p>There are no specific conditions for enrolment in this course.</p>																				
<p>3.3. Learning Outcomes</p>	<p>LO1: Recognize the purpose and organization of communication agencies and explain the specific activities of communication agencies. LO2: Identify and analyse the specifics of the relationship between communications agencies and the client. LO3: Apply articles and paragraphs of the CPRA and HURA organizations' Codes, Statutes and Regulations. LO4: Create an agency brief based on HURA guidelines.</p>																				
<p>3.4. Course Content</p>	<ol style="list-style-type: none"> <li>1. Agency work, agency and types of agencies.</li> <li>2. Market communications, elaboration of the basic division of market communication agencies into specialized fields and activities.</li> <li>3. Organization and scope of Public relations agencies, responsibilities and responsibilities in departments, and allocation of tasks among individual functions within the agency.</li> <li>4. Organization and scope of Marketing agencies, responsibilities and responsibilities in departments, and distribution of tasks among individual functions within the agency.</li> <li>5. Organization and scope of Event agencies, responsibilities and responsibilities in departments and allocation of tasks among individual functions within the agency.</li> <li>6. Organization and scope of Creative agencies, responsibilities and responsibilities in departments, and distribution of tasks among individual functions within the agency.</li> <li>7. The structure and scope of Digital agencies, the responsibilities and responsibilities in departments, and the distribution of tasks among individual functions within the agency.</li> <li>8. The structure and scope of Media &amp; Buying agencies, the responsibilities and responsibilities in departments, and the distribution of tasks among individual functions within the agency.</li> <li>9. Specificity of the relationship between communications agencies and the client. Establishment, maintenance and expansion of cooperation.</li> <li>10. Regulation of agency market, opportunities, rules, obligations (HURA and CPRA).</li> <li>11. Rules for writing agency pitches - pitching agency.</li> <li>12. Creating Professional Rewards Agency Application Forms (Example: Grand PRix and Effie)</li> </ol>																				
<p>3.5. Types of Class Activities</p>	<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>X</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	X	Independent Assignments		Laboratory		Misc.
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<p>3.6. Course Language</p>	<p>Croatian Language</p>																				
<p>3.7. Student Obligations</p>	<p>Regular attendance and participation in lecture discussions. Participation in Exercises. In order to take the course, students are obliged to participate in the project as part of the exercises, i.e. to draft a communication plan according to the agency brief.</p>																				



### 3.8. Monitoring Student Work and ECTS

1	Class Attendance	Written Exam	Seminar Paper	2	Preliminary Exam(s)	1	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	5
2. 1 <sup>st</sup> Preliminary exam	40
3. 2 <sup>nd</sup> Preliminary exam	25
4. Student project	30
<b>Total Points</b>	<b>100</b>

### 3.10. Obligatory Literature

- Johansen, W. (2017). Understanding and practicing crisis consulting: A study of public relations and communications. *Communication Management*, 21 (2), 106-123. <https://doi.org/10.1108/JCOM-12-2016-0104>.
- Vercič, D., Tench, R., Tkalac Vercič, A. (2018). Collaboration and conflict between agencies and clients, *Public Relations Research*, 156-164. <https://www.sciencedirect.com/science/article/pii/S0363811117302618>
- Association of National Advertisers (2015). Enhancing Client-Agency Relationships. Sharing Marketing Excellence - 2015 Research, <https://www.aaaa.org/wp-content/uploads/legacy-pdfs/ANA-Enhancing%20Client%20Agency%20Full%20Report%202015-04.pdf>
- Božo Skoko - Imati vlastite PR stručnjake ili angažirati PR agenciju?
- HURA - Istraživanje kriterija odabira agencija (2013.)
- HURA - Kriteriji za članstvo (2017.)
- HURA - Smjernice za biranje agencije (2017.)
- HUOJ - Statut Hrvatske udruge za odnose s javnošću (2015.)
- HUOJ - Etički kodeks Hrvatske udruge za odnose s javnošću (2013.)
- HUOJ - Pravilnik o dodjeli godišnjih nagrada Hrvatske udruge za odnose s javnošću (2015.)
- HURA - Kodeks oglašavanja i tržišnog komuniciranja (2014.)
- HURA - Pravilnik o izboru agencija

### 3.11. Supplementary Literature

- Backwith, N. (2007). *Managing Professional Communications Agencies*, Willow House, London.

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires