



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Online PR Techniques								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	TOOSJ	1.7. Year of Study	Second						
1.4. Course Code	CM19121	1.8. Semester	Fourth / Summer						
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>10</td> </tr> <tr> <td>Excercises</td> <td>20</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	10	Excercises	20	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	10								
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2. TEACHING STAFF

2.1. Lecturer in Charge	Maja Samardžić Gašpar	2.6. Course Associates	Ilija Brajković/ Domagoj Davidović
2.2. Academic Rank	MA	2.7. Academic Rank	MS/
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	Assistant/Assistant
2.4. Contact e-mail	maja.samardzic@bernays.hr	2.9. Contact e-mail	ilija.brajkovic@bernays. hr/domagoj.davidovic @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>Online PR techniques</i> course is to provide students with theoretical and practical knowledge of how to process online communication with a special focus on social networks, comparing the opportunities and benefits of online platforms with traditional channels, directing students to the specific characteristics of the most popular social networks in Croatia and the world, and to present to them the legal aspects of communication on each of them. After attending this course, students will be competent to independently create a communication strategy on social networks, which, along with traditional tools and channels, is an integral part of the strategic communication of all organizations.
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3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.																				
3.3. Learning Outcomes	LO1: Identify different formats and tools on online platforms. LO2: Explain basic communication features on different online platforms. LO3: Differentiate the application of basic communication rules on social networks. LO4: Prepare and implement the communication strategy on social networks.																				
3.4. Course Content	1. Introduction lecture. / The course content and learning outcomes. / Key Reasons for Internet Application in Public Relations. 2. Role of Websites in Public Relations. 3. Basic features of blogs and content marketing. 4. Workshop: Making a newsletter. 5. Role and importance of social networks in the development of PR. / Specificity of communication on a particular social network, communication management on social networks. 6. Creating content on social networks according to target groups. / Workshop: Creating content for selected organizations. 7. Crisis Communication on Social Networks. / Workshop: Case study of crisis communication on social networks. 8. Setting up and realizing a campaign on SM. Measuring online campaign performance 9. Influence of influencers in online communication. Presentation of projects. 10. Preliminary Exam.																				
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>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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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Students are required to attend classes regularly and actively participate in classes, including participation in workshops whereby active participation of students will be rewarded beyond the learning outcomes. All students are required to create and present a student project consisting of the social networking work offered by the course lecturers																				
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td>1</td> <td>Class Attendance</td> <td></td> <td>Written Exam</td> <td></td> <td>Seminar Paper</td> <td>2</td> <td>Preliminary Exam(s)</td> <td>1</td> <td>Project</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)	1	Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance and activity</td> <td>5</td> </tr> <tr> <td>2. Preliminary exam</td> <td>45</td> </tr> <tr> <td>3. Participating in workshops</td> <td>5</td> </tr> <tr> <td>4. Project</td> <td>45</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class attendance and activity	5	2. Preliminary exam	45	3. Participating in workshops	5	4. Project	45	Total Points	100								
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3.10. Obligatory Literature	1. Phillips, D., Young, P. (2009). <i>Online Public Relations – A practical guide to developing an online strategy in the world of social media</i> , Kogan Page Publishers. 2. Marketo (2016). <i>The Definitive Guide To Social Media Marketing</i> 3. Agencija Kontra, (2018). Content marketing ebook																				



	4. Class presentations.
3.11. Supplementary Literature	1. Moss, D., DeSanto, B. (2011). <i>Public Relations: A Managerial Perspective</i> , SAGE
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires.