



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Public Relations Basics								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	OOSJ	1.7. Year of Study	First						
1.4. Course Code	CM19101	1.8. Semester	First / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	6						
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>30</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	30	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	30								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Zdeslav Milas	2.6. Course Associates	Vladimir Preselj
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	vladimir.preselj@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>Public Relations Basics</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. Participants will become familiar with the differences between public relations, marketing and journalism, gain basic knowledge of the historical development of propaganda and public relations, and distinguish the characteristics of one-way and two-way communication models in PR practice. In the second part of the course, students will become familiar with planning and managing public relations, media relations (editors, journalists), various tools (such as preparing media and press releases, press conferences) and public relations techniques. Students will be directed to the specific characteristics of political relations (politics, political parties), the non-governmental sector (e.g. hospitals and humanitarian organizations) and corporate communications.
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3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.									
3.3. Learning Outcomes	<p>LO1: Define the goals and tasks of public relations in an organization and explain the historical development of the profession and models of public relations.</p> <p>LO2: Define the organizational environment, forming public opinion, identity, image and reputation.</p> <p>LO3: Name the steps when planning public relations activities, describe the application of tools and techniques in public relations with a particular focus on media relations.</p> <p>LO4: Distinguish public relations tasks by sector: corporate, political, non-profit, health, church.</p>									
3.4. Course Content	<p>MODULE A (Milas – learning outcomes 1 & 2)</p> <ol style="list-style-type: none"> 1. Public relations basics: terms, concepts, and defining public relations; basic public relations functions. 2. Distinguishing public relations from marketing and journalism. Propaganda and public relations. 3. Crisis Communication (presentation of literature) 4. Public relations profession, the role of PR experts in the organization. 5. Historical public relations development; public relations models. 6. Environment of the organization: publics, public opinion. 7. Stakeholders in the organization's environment. 8. Creativity of Croatian Companies. 9. Forming the organizations' identity, image and reputation. <p>MODULE B (Preselj – learning outcome 3, Milas – learning outcome 4)</p> <ol style="list-style-type: none"> 10. Digital technologies - Case study of online church communication. 11. 1st Preliminary exam (MODULE A, classes from 1 to 9) 12. Crisis communication. 13. Political public relations: State, government and public relations. PR of political parties. 14. Corporate communications 15. Public relations planning and management. 16. Media relations. 17. Press conference. 18. Event management and application of other tools in public relations. 19. Public relations in the non-profit sector. 20. 2nd Preliminary exam (MODULE B). 									
3.5. Types of Class Activities	X	Lectures	X	Exercises	X	Field Trips	X	Multimedia and Network	X	Mentored Paper
	X	Seminars and Workshops	X	Distance Learning	X	Independent Assignments	X	Laboratory	X	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	1 , 3	Class Attendance	X	Written Exam	X	Seminar Paper	3 , 7	Preliminary Exam(s)	1	Project



Work and ECTS	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 st Preliminary exam	40		
	3.	2 nd Preliminary exam	40		
	4.	Exercises	15		
	Total Points	100			
3.10. Obligatory Literature	1. Tomić, Zoran (2016). <i>Odnosi s javnošću – teorija i praksa</i> . II. dopunjeno izdanje. Zagreb-Sarajevo: Synopsis.				
	2. Tomić, Zoran (2008). <i>Odnosi s javnošću – teorija i praksa</i> . Zagreb-Sarajevo: Synopsis (alternative text book)				
3.11. Supplementary Literature	1. Bernays, Edward L. (2005) [1928]. <i>Propaganda</i> , Brooklyn: Ig Publishing (online version: http://www.historyisaweapon.com/defcon1/bernprop.html)				
	2. Bernays, Edward L. (2013) [1923]. <i>Kristaliziranje javnog mišljenja</i> , Zagreb: Kairos				
	3. Broom, Glen. M. (2010). <i>Cutlip & Center's Učinkoviti odnosi s javnošću</i> . Zagreb: Mate				
	4. Skoko, Božo (2006). <i>Priručnik za razumijevanje odnosa s javnošću</i> . Zagreb: MPR				
	5. Tench, Ralph, Yeomans, Liz (2009). <i>Otkrivanje odnosa s javnošću</i> . Zagreb: HUOJ				
	6. Tkalac Verčić (2016). <i>Odnosi s javnošću</i> . Zagreb: HUOJ				
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires				