



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Work Placement 3								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	STPR	1.7. Year of Study	Third						
1.4. Course Code	CM19136	1.8. Semester	Sixth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	7						
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>0</td> </tr> <tr> <td>Exercises</td> <td>210</td> </tr> </tbody> </table>		Course Type	Total Hours	Lectures	0	Exercises	210	1.10. Class Venue and Schedule
	Course Type	Total Hours							
	Lectures	0							
Exercises	210								
		Bernays – According to published schedule							

2. TEACHING STAFF

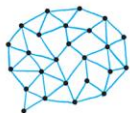
2.1. Lecturer in Charge	Marta Takahashi	2.6. Course Associates	
2.2. Academic Rank	MA	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	marta.takahashi@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is for students to acquire the practical knowledge and skills to allow them to supplement the theoretical knowledge that they have acquired or are acquiring through the teaching process, and to learn to apply it through their work placement, thereby, acquiring qualifications for the labour market. Furthermore, the aim is for students to become involved in the everyday work and activities of the organisation where they are conducting their work placement, and to learn, through tasks delegated to them by their mentor, how to resolve problems and to apply a critical approach to solving tasks within a given timeframe. In third year of the undergraduate programme, students do a placement in public relations, marketing and/or digital agencies.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes	<p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Prepare and write news/press release/materials for press conference. 2. Research a given topic and participate in the preparation of a plan or strategy and/or prepare materials for clients. 3. Participate in creating content for social media for clients. 4. Prepare press clipping. 5. Update media list. 																				
3.4. Course Content	Attend work placement																				
3.5. Types of Class Activities	<table border="1"> <tr> <td style="background-color: #D3D3D3;"></td> <td>Lectures</td> <td style="background-color: #D3D3D3; text-align: center;">X</td> <td>Exercises</td> <td style="background-color: #D3D3D3; text-align: center;">X</td> <td>Field Trips</td> <td style="background-color: #D3D3D3;"></td> <td>Multimedia and Network</td> <td style="background-color: #D3D3D3; text-align: center;">X</td> <td>Mentored Paper</td> </tr> <tr> <td style="background-color: #D3D3D3;"></td> <td>Seminars and Workshops</td> <td style="background-color: #D3D3D3;"></td> <td>Distance Learning</td> <td style="background-color: #D3D3D3;"></td> <td>Independent Assignments</td> <td style="background-color: #D3D3D3;"></td> <td>Laboratory</td> <td style="background-color: #D3D3D3; text-align: center;">X</td> <td>Misc.</td> </tr> </table>		Lectures	X	Exercises	X	Field Trips		Multimedia and Network	X	Mentored Paper		Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory	X	Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Attending work placement and performing other obligations as set forth in curriculum and acts of Bernays University College.																				
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td style="background-color: #D3D3D3;"></td> <td>Class Attendance</td> <td style="background-color: #D3D3D3;"></td> <td>Written Exam</td> <td style="background-color: #D3D3D3;"></td> <td>Seminar Paper</td> <td style="background-color: #D3D3D3;"></td> <td>Preliminary Exam(s)</td> <td style="background-color: #D3D3D3; text-align: center;">7</td> <td>Project/Work Placement</td> </tr> <tr> <td style="background-color: #D3D3D3;"></td> <td>Activities in Class</td> <td style="background-color: #D3D3D3;"></td> <td>Oral Exam</td> <td style="background-color: #D3D3D3;"></td> <td>Research</td> <td style="background-color: #D3D3D3;"></td> <td>Essay</td> <td style="background-color: #D3D3D3;"></td> <td>Misc.</td> </tr> </table>		Class Attendance		Written Exam		Seminar Paper		Preliminary Exam(s)	7	Project/Work Placement		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 style="background-color: #D3D3D3;">Grade Type</th> <th style="background-color: #D3D3D3;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Placement Attendance</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2. Keeping Work Placement Journal</td> <td style="text-align: center;">20</td> </tr> <tr> <td>3. Assignments (mentor's assessment)</td> <td style="text-align: center;">30</td> </tr> <tr> <td>4. Work Placement Defence</td> <td style="text-align: center;">40</td> </tr> <tr> <td style="background-color: #D3D3D3;">Total Points</td> <td style="background-color: #D3D3D3; text-align: center;">100</td> </tr> </tbody> </table>	Grade Type	Points	1. Placement Attendance	10	2. Keeping Work Placement Journal	20	3. Assignments (mentor's assessment)	30	4. Work Placement Defence	40	Total Points	100								
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Regulations on Work Placements at Edward Bernays University College 2. Instructions for Student Work Placements 																				



3.11. Supplementary Literature

1. Work Placement Journal
2. Work Placement Certificate

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires