



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Media Relations								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	ODMED	1.7. Year of Study	Second						
1.4. Course Code	CM19113	1.8. Semester	Third / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course type</th> <th>No. of classes</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>20</td> </tr> </tbody> </table>	Course type	No. of classes	Lecture	20	Excercises	20	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course type	No. of classes								
Lecture	20								
Excercises	20								

2. TEACHING STAFF

2.1. Lecturer in Charge	Marta Takahashi	2.6. Course Associates	Maro Alavanja
2.2. Academic Rank	MA	2.7. Academic Rank	Struč. spec. rel. publ.
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	marta.takahashi@bernays.hr	2.9. Contact e-mail	maro.alavanja@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 course <i>Media Relations</i> is to expand student's knowledge in public relations. This course prepares students for quality and professional work with representatives of the media industry on two levels. The aim of this course is to demonstrate how the media work and how to establish good media relations, which implies professional, successful and high-quality communication with journalists. The first level of this course implies different types of communication with the media – proactive, reactive, strategic or crisis-oriented, and on the second level, students will acquire specific professional knowledge, practical writing, speaking and visual skills and the ability to embed techniques and channels needed for practical communication with different target audience, with an emphasis on media presentation. Bearing in mind the previously acquired theoretical background, the purpose of this is to enable students to master the specific characteristics of particular techniques and tools used in public relations and communication management as well as organizational skills. publicity and enable them to use them independently.
------------------------	--



3.2. Enrolment Criteria

There are no specific requirements for enrolment in this course.

3.3. Learning Outcomes

LO1: Explain the division of media and their specific characteristics, and the historical role in public relations.
LO2: Define basic guidelines for professional and efficient media work.
LO3: Identify key activities used in media relations.
LO4: Analyse and explain key public relations techniques.
LO5: Describe the application of particular tools in public relations that serve the quality of communication activities and the implementation of strategies.

3.4. Course Content

1. Introduction lecture. / The course content and learning outcomes. / Historical role of media in public relations.
2. Basic division of the media and their functions and specifics. / Overview of media scene in Croatia.
3. Basic guidelines of working with the media, basic principles and roles of the media relation. / Media relations planning.
4. The role and expectations of journalists and ways of achieving constructive co-operation between experts in public relations and the media.
5. Defining, basic distribution of techniques and tools in public relations.
6. Review and application of written techniques in public relations.
7. Overview and application of speaking techniques in PR.
8. Workshop: simulation of conference / media briefing.
9. Application of visual techniques in PR.
10. Workshop: simulation of case studies within which appropriate techniques in public relations should be applied.
11. Difference between strategic (proactive), reactive and crisis relations with the media.
12. How to behave and communicate with the media in crisis situations. / Workshop: case study crisis situation.
13. Evaluating media relations.
14. Preliminary exams.

3.5. Types of Class Activities

X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper
	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.

3.6. Course Language

Croatian Language

3.7. Student Obligations

Attending lectures and active participation in every segment of this course.

3.8. Monitoring Student Work and ECTS

1, 3	Class Attendance		Written Exam		Seminar Paper	3, 7	Preliminary Exam(s)		Project
	Activities in Class		Oral Exam		Research		Essay		Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class attendance	5
2. Preliminary exam 1	45
3. Preliminary exam 2	45
4. Workshop participation	5
Total Points	100



3.10. Obligatory Literature

1. Tomić, Z. (2016). *Odnosi s javnošću – teorija i praksa*, drugo dopunjeno izdanje. Zagreb-Sarajevo: Synopsis. (selected chapters)
2. Class presentations and other materials distributed during lectures.

3.11. Supplementary Literature

1. Verčić, D. i dr. (2004): *Odnosi s medijima*. Zagreb: Masmedia.
2. Tkalac Verčić, A. (2016): *Odnosi s javnošću*. Zagreb: HUOJ. (odabrano poglavlje)
3. Essex, W. (2008): *Mogu li vas citirati? Priručnik za menadžere*. Zagreb: HUOJ.
4. Lester R. Potter (2009): *Komunikacijski plan - srž strateških komunikacija*. Zagreb: HUOJ.
5. Cultip, S., Center, A., Broom, G. M. (2003): *Odnosi s javnošću*. Zagreb: Mate.
6. Scott, D. M. (2009): *Nova pravila marketinga i PR-a: kako se koristiti medijskim priopćenjima, blogovima, podcastingom, viralnim marketingom i internetskim medijima za izravno obraćanje kupcima*. Zagreb: Dva i dva.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires