

Public Relations Course

<i>Name of the subject:</i> Public Relations – BSc	<i>SUBJECT code:</i>	Weekly hours: 2 (lecture) + 2 (practice)	Credit: 8 ESPB
<i>Subject leader:</i> Professor: dr Milovan Vuković (Teaching Assistant: Danijela Voza)	<i>Academic Degree:</i> <i>Full Professor</i> <i>(Assistant: MSc)</i>	Prerequisites: Basic high-school knowledge about sociology of work and communication culture	

Purpose:

Introducing students of management with theory and practice of public relations establishment.

Course description:

This course is composed of theoretical lectures aimed to present to students different tasks and possible situations in public relations. Interpersonal and mass communications are emphasized as the base of successful public relations and this course will enable students to gain knowledge in this areas.

In practical work classes students will have an opportunity to make their own public performance and try to apply rules for relations with different kind of public.

Schedule

Weeks	Topics
1.	Concept and introduction of public relations
2.	History of public relations development
3.	PR stuff and public relations inside the organization
4.	<u>Ethics and professionalism in public relations</u>
5.	Legal issues in public relations
6.	Communication with public
7.	Process of public relations managing – problem definition
8.	Planning and programming in PR
9.	Action and communication in PR
10.	Evaluation of the program
11.	Business and industry organizations as target public
12.	Government and politics as target public
13.	Non-profit organizations, health and education as target public
14.	Business organizations and professional societies

Final grade:

Activity on theory classes: 10 points
Activity on practice classes: 10 points
First test: 20 points
Essay: 10

Written exam: max 50 points

Total exam points – written exam and pre-exam points. Will be evaluated as follows:

0 - 50 points: 5 – fail
51 – 60 points: 6 - pass
61 – 70 points: 7 – good
71 – 80 points: 8 – very good
81 – 90 points: 9 – excellent
91 – 100 points: 10 - exceptional

Compulsory literature:

1. *Cutlip, M.S.; Center, H.A. and Broom, M.G. Effective Public Relations. Prentice Hall, 2005.*
2. *Black, S. The Essentials of Public Relations. Routledge, 2013.*

Supplemental literature:

1. *Harrison, S. Public Relations: Introduction. 2nd Edition, Routledge, 2000.*
2. *Cutlip, M.S., Center, A.H., Broom, M.G., Public Relations. 2003.*
3. *Rouse, J.M., Rouse, S. Business Communication: a cultural and strategic approach. Thomson: 2002.*