

Course Unit Descriptor

<b>Study Programme:</b> Engineering Management; Information Technology Management		
<b>Course Unit Title:</b> Public Relations		
<b>Course Unit Code:</b> DAS099		
<b>Name of Lecturer(s):</b> Professor Milan Nikolić, PhD		
<b>Type and Level of Studies:</b> Bachelor Academic Degree		
<b>Course Status (compulsory/elective):</b> Elective		
<b>Semester (winter/summer):</b> Winter		
<b>Language of instruction:</b> English		
<b>Mode of course unit delivery (face-to-face/distance learning):</b> Face-to-face		
<b>Number of ECTS Allocated:</b> 6		
<b>Prerequisites:</b> None		
<b>Course Aims:</b> The aim of the course is to enable students to master basic theoretical and practical knowledge related to public relations.		
<b>Learning Outcomes:</b> After finishing the Public Relations course, students will have basic theoretical knowledge in public relations and will be able to practically apply appropriate public relations activities.		
<b>Syllabus:</b> <i>Theory</i> Public relations and marketing communications. Marketing communication process. Forms and coordination of promotional activities. Conceptual definition of public relations. Public relations place in the company's communication mix. The importance of public relations for the functioning of the company. Social Responsibility. Conditions of modern business. Social responsibility of the organization. Sources of social responsibility. Marketing and social responsibility. Marketing communication and codes of behavior. Public relations and social responsibility. Internal public relations. Communication within the organization. Efficient internal communication. Internal communication channels. Improving personal image. Public relations in international marketing. The specifics of marketing communication in international marketing. Complementarity of forms of promotional activity in international marketing. Public relations and corporate communications in international marketing. Renome as a factor of competitiveness. <i>Practice</i> Relations with the media. The role of media in marketing communication. Publicity and public relations. Press releases. Methods of public relations. Basic methods of public relations. Publications. Sponsorship. Lobbying. Corporate identity. Position, characteristics, education and attitudes of PR managers in Serbia.		
<b>Required Reading:</b> 1. Cutlip, S.M., Center, A.H., Broom, G.M. (2006). <i>Effective Public Relations</i> (9th ed.), Upper Saddle River, New Jersey: Prentice-Hall. 2. Gordon, A.E. (2011). <i>Public Relations</i> . Oxford, New York: Oxford University Press. 3. Wilcox, D.L., Cameron, G.T. (2009). <i>Public Relations</i> (9th ed.). Boston: Allyn & Bacon.		
<b>Weekly Contact Hours:</b> 4	<b>Lectures:</b> 2	<b>Practical work:</b> 2
<b>Teaching Methods:</b> Lectures and students group work.		

<b>Knowledge Assessment (maximum of 100 points): 100</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	10	written exam	40
Test I and Test II		oral exam	10
Preliminary exam(s)	20		
Seminar(s)	20		