

	<u>Subject title:</u> <b>PUBLIC RELATIONS</b>			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
MBS/OJ	Compulsory	VI	6	3L+3T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Marija Janković, PhD; Teaching assistant: Milica Raičević, MSc
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers, consultations, case studies, simulations, group work
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 40 points Attendance, Student participation – 10 points
<u>Objectives:</u> To provide students with the knowledge and skills in the field of public relations and business communication. To introduce students to the application of techniques through business examples and application of appropriate technical methods with the aim of creating the image, brand and reputation of the business identity.

### **SYLLABUS:**

- Concept and importance of public relations. Theory and practice. Public relations as a process. Objectives and tasks of public relations. Public relations and international environment. Segmentation of target audience. Criteria of segmentation. Case studies.
- Public relations in international environment. Importance of culture in international public relations. Case study: Similarities and differences of public relations between Sweden and America. Case study: European approach (Germany, Great Britain, Austria).
- Internal and external communication. Formal and informal communication. Corporate identity, image and reputation. Redesigning of corporate identity. Corporate identity planning. Brand as an element of corporate identity. Market public relations.
- Public relations instruments. Special events organization: symposiums, trade fairs as instruments of public relations. Sponsorship.
- Media relations. Media mix. Media communication planning. Media communication techniques. Crisis public relations.
- Public relations planning. Public relations planning process. Public relations campaign. Public relations strategies and development of tactics.
- Monitoring and assessment of achieved results and measurement of achieved effects. Organization of public relation function. Public relation coordination with other business functions.

- Ethics and social responsibility of public relations. Good practice of public relations. Ethical problems in public relations. The code of ethics of public relations.
- Cultural differences and ethics of public relations. Non-governmental organizations and ethical issues. Socially responsible business operations. Social responsibility in public relations.
- Business image and professional behaviour.

#### **READING LIST AND REFERENCES:**

- Wilcox, L. Dennis.: *Public Relations - Strategies and Tactics*, Study Edition, Allyn and Bacon, Boston, 2005.
- Black, Sam: *The Essentials of Public Relations*, Kogan Page Limited, London, 2003.