

Information sheet for the course

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: KMaREZ/VsV/21z1dA/22	Course unit title: <i>Public relations</i>
<p>Type, scope and method of learning activities: <i>Weekly number of teaching hours in the form of lectures, seminars: full-time form 2/1;</i> <i>Teaching method: face to face / combined</i></p> <p><i>Weekly number of teaching hours in the form of lectures, seminars: part-time form 2/1;</i> <i>Teaching method: face to face / combined</i></p>	
Number of credits: 5	
Recommended semester/trimester of study: <i>1st semester in the full-time form of study and 1st semester in the part-time form of study within the Human Resources and Personnel Management study program</i>	
Degree of study: <i>II. (Master)</i>	
Course prerequisites:	
<p>Assessment methods: <i>A student may receive a maximum of 100 points in total, including 70 points for the preliminary assessment and 30 points for the final assessment.</i> <i>The preliminary assessment consists of:</i> <i>- preliminary test - verification of theoretical knowledge - 10 points.</i> <i>discussion panel - preparation of documents (25 points) and active participation in a discussion panel on a selected topic (20 points) - 45 points;</i> <i>- active participation in seminars - 15 points</i> <i>The final assessment consists of:</i> <i>- final project - creation of promotional materials to communicate with the public for selected organisation - 30 points.</i> <i>Assessment:</i> <i>Grade: A from 100-93 points; Grade: B from 92-85 points; Grade: C from 84-76 points; Grade: D from 75-68 points; Grade: E from 67-60 points. A student will not be awarded credit if he/she obtains a total of less than 60 points.</i></p>	
<p>Learning outcomes: <i>After completing the course, the student will gain theoretical and general knowledge of the basic methods and ways of communicating with the public, from the perspective of the state, private sector, third sector, community, employees, foreign countries and the Internet public. The student will be able to use basic terminology in the field of public relations. The student will understand reputation and image building for a company or organization as well as strategic communication. The student will be familiar with the art of lobbying as well as the protection of the interests of individual public relations entities. Upon successful completion of the course, the student will understand forms of crisis management and be able to communicate appropriately with the public on behalf of the company or organisation. Upon completion of the course, the student will be able to:</i> <i>Theoretical knowledge:</i> <i>- Understand public relations issues, analyze the conditions and contexts affecting human resources in an organization that contribute to the creation of the organization's reputation and image.</i></p>	

- Analyze real statistical data using econometric methods of procedures in the construction, quantification, verification and preparation of press releases.
- Apply specific human resource management methods and approaches in organizations appropriate to these conditions and contexts.

Practical Skills:

- Ensure the integration of human resource management with the strategic needs of the organization in building the reputation and image of the organisation.
- Apply legal standards, regulations and basic provisions of employment law, GDPR legal standards and ethical standards in public relations.
- Use modern information and communication technologies, process database and text files, create graphs for analysis to build public relations.

Competences:

- Be independent in analysing and solving specific problems in the field of public relations and crisis situations.
- To be communicative and to present press releases in a cultured manner, to defend the organisation's views, to provide feedback both orally and in writing, in both Slovak and foreign languages.
- To be creative in building the reputation and image of the organisation, to think flexibly when dealing with crisis situations.
- To be responsible for the preparation and presentation of prepared press releases.
- Accept diversity in terms of gender, nationality, race, linguistic origin, social background, level of achievement or disability.

Course contents:

1. Introduction. Definition of basic terms.
2. Establishment and formation of public relations.
3. Audience and communication methods.
4. Ethics in public relations.
5. The position of the state, the business sector, the third sector in public relations.
6. The position of the community, employees and foreign countries in public relations.
7. The role of the press secretary and the mass media in public relations.
8. Crisis management.
9. The role and significance of lobbying.
10. Strategic communication.
11. Image and quality of communication in public relations.
12. New trends in public relations. Internet public relations.

Recommended and required reading:

9780134170114

- Pelsmacker, P. - Geuens, M. -, Bergh, J.: *Marketing Communications*, 7th edition: Pearson, 2021. ISBN: 9781292327891
- Žáry, I.: *Public relations. virtuálna kniha*, 2013. ISBN 978-80-247-4229-8
- Ftorek, J.: *Public relations jako ovlivňování mínění – Jak úspěšně ovlivňovat' a nenechat se zmanipulovat*. Praha: Grada, 2013. ISBN 978-80-247-2678-6.

Language: Slovak/English

Remarks:

The course is compulsory.

Full-time study:

- Lectures and seminars 24+12 = 36 hours
- Preparation for lectures and seminars = 36 hours
- Preparation for the preliminary test = 8 hours
- Preparation of discussion panel = 20 hours

- Participation and management of the discussion panel = 1.5 hours
- Preparation of final project = 23 hours
- Presentation of the final project = 0.5 hours

Student's contact workload: 38 hours,
non-contact: 87 hours

Part-time study:

- Lectures and seminars 10+5 = 15 hours
- Preparation for lectures and seminars = 57 hours
- Preparation for preliminary test = 8 hours
- Preparation of discussion panel = 20 hours
- Participation and management of the discussion panel = 1.5 hours
- Final project preparation = 23 hours
- Presentation of the final project = 0.5 hours

Student's contact workload: 17 hours,
non-contact: 108 hours

In total, a minimum of 125 hours of work must be required from the student for 5 credits.
1 credit represents 25 hours of student work.

Evaluation history:

Total number of evaluated students:

A	B	C	D	E	FX

Lecturers:

Ing. Magdaléna Tupá, PhD., Ing. Veronika Mozolová

Last modification:

Approved by: Doc. PhDr. Zoltán Rózsa, PhD.