

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Odnosi z javnostmi
Course title: Public Relations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment, prva Social management, first	Program nima smeri. The programme has no field.	Drugi Second	Četrta Fourth

Vrsta predmeta / Course type

Obvezen/ Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	/	45	/	/	105	6

Nosilec predmeta / Lecturer:

izr. prof. dr. Mateja Rek

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovensko / Slovenian, Angleško / English

Vaje / Tutorial: Slovensko / Slovenian, Angleško / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Vpis študenta/študentke v 3. letnik študija.

Prerequisites:

Enrollment in the third year of study program.

Vsebina:

Content (Syllabus outline):

- Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja, odnosov, javnosti
- Zgodovino in razvoj odnosov z javnostmi ter njihovo vlogo v družbi
- Pomen odnosov z javnostmi za organizacijo
- Strateške odnose z javnostmi, javna podoba in identiteta organizacije
- Upravljanje odnosov z deležniškimi javnostmi
- Analitična orodja
- Odnosi z javnostmi in mediji
- Planiranje in upravljanje dogodkov

- Defining basic concepts, communication elements, relationships, public
- The history and development of public relations and their role in society
- The importance of public relations for the organization
- Strategic public relations, public image and identity of the organization
- Managing relations with stakeholders
- Analytical tools
- Public Relations and Media
- Planning and managing events

Temeljni literatura in viri / Readings:

Theaker, Alison et. al (2004): Priročnik za odnose z javnostmi. GV Založba.

Tench, Ralph (2009): Exploring Public Relations, Pearson Education.

Habermas, Jurgen (1989): Strukturne spremembe javnosti, ŠKUS, Znanstveni inštitut Filozofske fakultete, Ljubljana.

Benedetti, Ksenja (2006): Lobiranje je vroče. Spem: Ljubljana.

Cilji in kompetence:

- sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje pomena kakovosti in

Objectives and competences:

- the ability to solve concrete social and working problems through the use of social scientific methods and procedures;
- capacity of integration of controlled coherent basic knowledge acquired in the compulsory subjects, as well as its application in practice;
- the ability of the acquisition, selection, evaluation and placement of new information and the ability to interpret in the context of social sciences;
- the ability of the flexible use of knowledge in practice;
- knowledge of the importance of quality, and striving for quality professional work through autonomy (self) criticism, (self) reflection and

prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;

- občutljivost za ljudi in socialno okolje ter razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti.

(self-) evaluation of professional work;

- sensitivity to people and social environment and the development of communication skills, especially communication in an international environment;
- ethical reflection and commitment to professional ethics in the social environment with respect for nondiscriminatory principle and multiculturalism.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- osvojitve znanja in kompetenc povezanih s komuniciranjem tako v notranjem okolju kot z zunanjim okoljem organizacije;
- razumevanje ključnih vidikov odnosov z javnostmi;
- poznavanje osnovnih konceptov teorij organizacij;
- razumevanje pomena in posledic upravljanja odnosov z javnostmi za uspešnost organizacije;
- sposobnost identifikacije, analize in evalvacije komunikacijskih procesov organizacije;
- uporaba metod in tehnik učinkovitega komuniciranja v specifičnih organizacijskih kontekstih.

Intended learning outcomes:

Knowledge and understanding:

- Acquisition of knowledge and communication -specific competences in internal and external environment;
- Understanding the key points of public relations;
- Knowing the basic concepts of the theories of organisation;
- Understanding the role and the consequences of organisational communication for the success of the organisation ;
- The ability to identify, analyse and evaluate the communication processes in the organisation ;
- The usage of methods and techniques of effective communication skills in specific organisational contexts.

Metode poučevanja in učenja:

Learning and teaching methods:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).

- Lectures with active participation of students (lecture, discussion, questions, examples, problem solving exercises);
- Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice);
- Individual and group consultation (discussion, additional explanation, questions);
- Individual work (motivation, focus, self-observation, reflection, self-evaluation);

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> • Pisni/ustni izpit 	70%	<ul style="list-style-type: none"> • Written/oral
<ul style="list-style-type: none"> • Seminarska naloga s poročili seminarskega dela in ter predstavitev naloge 	30%	<ul style="list-style-type: none"> • Individual assignment with written report and presentation
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance

Reference nosilca / Lecturer's references:

Rek, Mateja (2010) Europeanisation of civil society sector in Central and Eastern Europe. *Innovative issues and approaches in social sciences*, 3 (1), pp. 60-86.

Rek, Mateja (2009) Economic culture in Slovenia: research results from the Dioscuri research project. *Research in social change*, 3 (1), pp. 3-21.

Rek, Mateja (2006) Upravljanje z organizacijskim znanjem v kibernetnem prostoru. *Organizacija*, 39 (9), pp. 591-596.

Rek, Mateja (2005): Vpliv socialnega kapitala na znanje organizacije. *Organizacija*, 38 (5), pp. 217-224.

Rek, Mateja (2007) Organised civil society in the multilevel system of European governance. V: Adam, Frane (ur.) *Social capital and governance: old and new members of the EU in comparison*, (Gesellschaftliche transformationen, Bd. 11). Berlin: LIT, pp. 151-173.

