

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 (UN), prva stopnja / Social management (BSc), first level	/	3.	5.

Vrsta predmeta / Course type Obvezni/Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	30	0	0	130	6

Nosilec predmeta / Lecturer: prof. dr. Mateja Rek / Professor Mateja Rek, Ph.D

Jeziki / Languages:	Predavanja / Lectures:	Slovensko / Slovenian, Angleško / English
	Vaje / Tutorial:	Slovensko / Slovenian, Angleško / English

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

Prerequisites:

Študent/študentka mora pred pristopom k izpitu opraviti obveznosti vaj.

Student must successfully submit seminar assignment before examination.

Vsebina:

- 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

Content (Syllabus outline):

- 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:

- Rek, Mateja (2019): *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press.
- REK, Mateja, Gorjup, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.
- Meerman Scott David (2015): *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. Wiley; 5 edition.
- Tench, Ralph (2009): *Exploring Public Relations*. Pearson Education.

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 prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost,

Objectives and competences:

- Ability to solve social and work problems using appropriate methods and procedures;
- Ability to link coherent fundamental knowledge acquired at compulsory subjects and its application in practice;
- Ability to find, select, evaluate and position the new information as well as appropriate, context-aware interpretation;
- Ability to use the acquired knowledge in practice in a flexible manner;
- Familiarity with the importance of quality, striving to maintain the quality of professional work through practicing autonomy, showing initiative, as well as through (self-) criticism, (self-)reflection and (self-) evaluation;
- Sensitivity for people and social environment. The development of communication capabilities

(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 neskrupinarnosti in multikulturalnosti;
- Zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami.

and skills especially in the international environment;

- Ethical self-reflection in a society including indiscriminatio and multicultural aspect of society;
- Ability to establish cooperative relationship in a group work and between different groups.

Predvideni študijski rezultati:

Znanje in razumevanje:

- 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:

- 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);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).

Learning and teaching methods:

- 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);
- Use of online classroom or other contemporary ICT tools;
- Individual work (motivation, focus, self-observation, reflection, self-evaluation).

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> • Pisni/ustni izpit • Seminarska naloga s poročili seminarskega dela in ter predstavitev naloge <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>70%</p> <p>30%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written/oral exam • Individual assignment with written report and presentation <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>

Reference nosilca / Lecturer's references:

REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

GORJUP, Nina, REK, Mateja. *Mala in mikro podjetja v vrtincu promocijskih naporov*. 1. izd. Ljubljana: Vega, 2016.

GORJUP, Nina, REK, Mateja. *Odnos do promocije v poslovno uspešnih malih in mikro podjetjih*. 1. izd. Ljubljana: Vega, 2016.

REK, Mateja, MAKAROVIČ, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, feb. 2017, vol. 13, no. 1, str. 173-188.

REK, Mateja, OZVATIČ, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 2463-8226, Jan. 2017, vol. 9, iss. 1, str. 28-48.

MAKAROVIČ, Matej, PRIJON, Lea, REK, Mateja, TOMŠIČ, Matevž. The Strength of Pro-European consensus among Slovenian political elites. *Historical social research*, ISSN 0172-6404, 2016, vol. 41, no. 4, str. 195-213.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135, ilustr. <http://www.iias.com/pdf/IASS-2016-no3-art7.pdf>, doi: [10.12959/issn.1855-0541.IASS-2016-no3-art7](https://doi.org/10.12959/issn.1855-0541.IASS-2016-no3-art7).

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.