

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
Uporabne družbene študije UN	/	3.	1.
Advanced Social Studies BA	/	3.	1.

Vrsta predmeta / Course type

Obvezen/obligatory

Univerzitetna koda predmeta / University course code:

OzJ

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

Nosilec predmeta / Lecturer:

Izr. prof. dr. Mateja Rek /Mateja Rek, Ph.D., Associate Professor

**Jeziki /
Languages:**

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

Vaje / Tutorial: Slovensko/ Slovenian, Angleško/ English

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

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

Prerequisites:

Student must successfully submit seminar assignment before examination.

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

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 and skills especially in the international environment;

- 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 neskriminatornosti in multikulturalnosti;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami.

- Ethical self-reflection in a society including indiscrimination 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 notranjim 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:

<ul style="list-style-type: none"> • 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). 	<ul style="list-style-type: none"> • 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);
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

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

<ul style="list-style-type: none"> • 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. <i>Organizacija</i>, 39 (9), pp. 591-596. • REK, MATEJA (2005): Vpliv socialnega kapitala na znanje organizacije. <i>Organizacija</i>, 38 (5), pp. 217-224. • REK, MATEJA (2007) Organised civil society in the multilevel system of European governance. V: ADAM, FRANE (ur.) <i>Social capital and governance: old and new members of the EU in comparison</i>, (Gesellschaftliche transformationen, Bd. 11). Berlin: LIT, pp. 151-173.
