

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Osnove strateškega komuniciranja
Course title: Basics of Strategic Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1.	1.
Strategic Communication, second level	The programme has no field	1st	1st

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
30	-	20	-	-	160	7

Nosilec predmeta / Lecturer:

izr. prof. dr. Andrej Raspor / Assoc. Prof. Andrej Raspor, PhD

Jeziki /

Languages:

Predavanja /

Lectures:

slovenski, angleški / Slovenian, English

Vaje / Tutorial:

slovenski, angleški / Slovenian, English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

1. Temeljne teorije, koncepti in aplikacije strateškega komuniciranja za doseganje različnih organizacijskih ciljev v različnih okoljih.
2. Vloga načrtovanja, raziskovanja in vrednotenja v strateških komunikacijskih programih oz. kampanjah.
3. Analiza strateških komunikacijskih tem, deležnikov in javnosti.
4. Izbira komunikacijske strategije.
5. Oblikovanje ključnih sporočil, izbira komunikacijskih kanalov, sredstev in orodij.
6. Vrednotenje in merjenje učinkov strateškega komuniciranja.
7. Regulativni, pravni in etični vidiki pri strateškem komuniciranju.
8. Medsebojna odvisnost praks strateškega komuniciranja, medijskih vsebin in novih medijskih tehnologij.

Content (Syllabus outline):

1. The fundamental theories, concepts, and applications of strategic communication to achieve different organizational goals in different environments.
2. The role of planning, research and evaluation in strategic communication programs or campaigns.
3. Analysis of strategic communication issues, stakeholders and publics.
4. Choosing a communication strategy.
5. Design of key messages, selection of communication channels, media and tools.
6. Evaluate and measure the effects of strategic communication.
7. Regulatory, legal and ethical aspects of strategic communication.
8. Interdependence of strategic communication practices, media content and new media technologies.

Temeljni literatura in viri / Readings:***Izbrana poglavja iz učbenikov / Selected chapters from textbooks:***

Smith, R. D. 2017. *Strategic Planning for Public Relations* (5th Edn.). Routledge Taylor and Francis Group (*izbrana poglavja / selected chapters*).

Tench, R., & Yeomans, L. 2017. *Exploring Public Relations: Global Strategic Communication* (4th Edn.). Pearson (*izbrana poglavja / selected chapters*).

Tkalac Verčič, A. 2020. *Odnosi z javnostmi* (D. Verčič, N. Serajnik Sraka, & P. Ašanin Gole (Eds.). Fakulteta za družbene vede (*izbrana poglavja / selected chapters*).

Page, J. T., & Parnell, L. J. 2019. *Introducing to Strategic Public Relations: Digital, Global, and Socially Responsible Communication*. SAGE Publications (*izbrana poglavja / selected chapters*).

Izbrani aktualni članki / Selected current articles:

Zerfass, A., Verčič, D., Nothhaft, H., & Werder, K. P. 2018. Strategic Communication: Defining the Field and its Contribution to Research and Practice. *International Journal of Strategic Communication*, 12(4), 487–505. <https://doi.org/10.1080/1553118X.2018.1493485>

Volk, S. C., & Zerfass, A. 2018. Alignment: Explicating a Key Concept in Strategic Communication. *International Journal of Strategic Communication*, 12(4), 433–451. <https://doi.org/10.1080/1553118X.2018.1452742>

Nothhaft, H., Werder, K. P., Verčič, D., & Zerfass, A. 2018. Strategic Communication: Reflections

on an Elusive Concept. *International Journal of Strategic Communication*, 12(4), 352–366. <https://doi.org/10.1080/1553118X.2018.1492412>

Verhoeven, P., Zerfass, A., Verčič, D., Moreno, Á., & Tench, R. 2020. Strategic Communication across Borders: Country and Age Effects in the Practice of Communication Professionals in Europe. *International Journal of Strategic Communication*, 14(1), 60–72. <https://doi.org/10.1080/1553118X.2019.1691006>

Macnamara, J., & Gregory, A. 2018. Expanding Evaluation to Progress Strategic Communication: Beyond Message Tracking to Open Listening. *International Journal of Strategic Communication*, 12(4), 469–486. <https://doi.org/10.1080/1553118X.2018.1450255>

Cilji in kompetence:

Cilji:

Cilj predmeta je, da študenti spoznajo teoretične podlage in praktično uporabo strateškega komuniciranja kot namenskega komuniciranja organizacij. Pri predmetu se študenti naučijo uporabe strateškega načrtovanja komunikacijskih aktivnosti (organizacij) za doseganje poslovnih ciljev in v interesu javnosti. Študenti po koncu predmeta postanejo sposobni samostojno oblikovati in načrtovati učinkovite programe strateškega komuniciranja s poudarkom na analizi občinstva, uporabi situacijske teorije javnosti, oblikovanju sporočil, izbiri komunikacijskih kanalov in orodij ter evalviranju učinkov komunikacijskih projektov / programov / kampanj.

Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nekriminalnosti in multikulturalnosti;

Objectives and competences:

Objectives:

The purpose of the course is to get students to get acquainted with the theoretical foundations and practical use of strategic communication as a purposeful communication of organizations. In the course, students learn to use strategic planning of communication activities (of organizations) to achieve business goals and in the public interest. At the end of the course, students become able to independently design and plan effective strategic communication programs with emphasis on audience analysis, application of situational theory of public, message design, selection of communication channels and tools, and evaluation of effects of communication projects / programs / campaigns.

General competences:

- ability to analyze complex cultural and social processes;
- ability to formulate complex and original ideas, concepts and solutions to certain problems;
- strategic orientation, i.e. ability to anticipate events, ability to offer solutions to improve the situation;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of non-crime and multiculturalism;

- sposobnost kompleksnega sistemskega pogleda na družbo in interdisciplinarnega pristopa;
- sposobnost uporabe kompleksnejših oblik znanj v praksi.

Predmetno-specifične kompetence:

- razumevanje vloge in funkcij strateškega komuniciranja za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja;
- sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu.

- ability of a complex systemic view of society and an interdisciplinary approach;
- ability to use complex forms of knowledge in practice.

Subject-specific competences:

- understanding the role and functions of strategic communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- ability to master standard methods, procedures and processes of research work in the field of strategic communication;
- ability to solve research problems in the field of strategic communication;
- ability to design a public communication strategy suitable for specific problem.

Predvideni študijski rezultati:

Znanje in razumevanje:

- temeljnih teoretičnih konceptov strateškega komuniciranja;
- okolja – prepoznavanja političnih, ekonomskih, družbenih, socialnih, kulturnih, tehnoloških vplivov, ki pogojujejo delovanje organizacij v povezavi strateškim komuniciranjem kot namenskega komuniciranja organizacij;
- analiziranja okolja - prepoznavanja prednosti, slabosti, groženj in priložnosti, ki delujejo v notranjem in zunanjem organizacijskem okolju in pogojujejo vsebino in obliko komunikacijskih aktivnosti;
- analiziranja in sinteze podatkov in informacij ter kompleksnih vprašanj, sprejemanja odgovornosti za svetovanje, načrtovanje in izvajanje procesov strateškega komuniciranja;
- procesa raziskovanja, načrtovanja, izvajanja in vrednotenja v strateškem komuniciranju;

Intended learning outcomes:

Knowledge and understanding:

- the fundamental theoretical concepts of strategic communication;
- environment - identification of political, economic, social, social, cultural, technological influences that condition the operation of organizations in connection with strategic communication as a dedicated communication of organizations;
- analyzing the environment - identifying strengths, weaknesses, threats and opportunities that operate in the internal and external organizational environment and condition the content and form of communication activities;
- analyzing and synthesizing data and information and complex issues, accepting responsibility for consulting, planning and implementing strategic communication processes;
- the process of research, planning, implementation and evaluation in strategic communication;

- ključnih strokovnih, profesionalnih in etičnih načel pri načrtovanju in implementaciji strateškega komuniciranja organizacije;
- upravljanja komunikacijskih procesov na različnih vsebinskih področjih (v odnosih z mediji, v odnosih z zaposlenimi, z lokalnim okoljem, s poslovnim in finančnim okoljem, pri odnosih v mednarodnih okoljih okolju, pri upravljanju javnih tem).

- key professional and ethical principles in planning and implementing the organization's strategic communication;
- managing of communication processes in various content areas (in media relations, in employees relations, relations with the local environment, with the business and financial environment, in relations in international environmental environments, in the issue management).

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (reflection of experience, project work, teamwork, critical thinking, discussion, feedback);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classroom or other contemporary ICT tools.

Delež (v %)/

Weight (in

%)

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %)/ Weight (in %)	Type (examination, oral, coursework, project):
Praktična naloga – projektno delo (priprava strateškega komunikacijskega načrta za izbrano organizacijo, projekt ali družbeni pojav)	50 %	Practical assignment - project work (preparation of a strategic communication plan for a selected organization, project or social phenomenon)
Ustna predstavitev praktične naloge	10 %	Oral presentation of the practical assignment

Pisni izpit	40 %	Written exam
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

RASPOR, A. (url). 2019. *Analitika, odzivnost in avtomatizacija kadrovskih poslovnih procesov, (Analytics, responsiveness and automation of HR business processes)*. Dolga Poljana: Perfectus.

ROZMAN, T., STJEPANOVIČ, T. K., and RASPOR, A. An Analysis of Web-based Document Management and Communication Tools Usage Among Project Managers. *International Journal of Human Capital and Information Technology Professionala*, 2017, 8(1), 1–24.

RASPOR, A. *Strateško planiranje*. Dolga Poljana: Perfectus, Svetovanje in izobraževanje, 2018.

RASPOR, A. in/and NEŽIČ, M. (url). *Od organizacije do kompetenc (From the organization to the competence)*. Dolga Poljana: Perfectus, 2019.

RASPOR, A. in/and NEŽIČ, M. *Upravljanje organizacije in vodenje sodelavcev (Organization Management and Leadership)*. Perfectus, 2019.

RASPOR, A. in/and NEŽIČ, M. *Dolgoročni razvoj sodelavcev in podjetja (Long-term development of employees and company)*. Perfectus, 2019.