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| Course title | **Public Relations** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Culture and Media |
| Professor |

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| Professor Dragana Jovanović, PhD |
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| ECTS credits | 9 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | The definition of PR and its basic functions; Historical and developmental aspect; Communication and culture: the functions and basic elements; Social, psychological and aesthetic aspects of PR; Basic PR strategies and objectives; Types of verbal and nonverbal communication; Mass media and public relations; Comparative review of contemporary mass media; E-mail and cyber communications; Corporate identity and the world of symbols; Photography and PR; Personal PR; Relations with the press in modern conditions; Case Study; Writing information for the press, preparing press materials, organizing press conferences, interviews, surveys, public opinion research. |
| Learning outcomes | Better understanding between the organization and the environment; capability to perform management and communication activities designed to create, maintain and promote good relations with the environment. |
| Length | One semester |
| General information | Mastering the process of mutual adaptation between organization and its target groups; analysis of trends, predicting their consequences and programs implementation for organizations and the public. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |