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| Course title | **Public Relations** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Doc. Mirjana Tankosić, PhD |
| ECTS credits | 6 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. Definition of PR and its basic functions.  2. Historical and development aspect.  3. Basic strategies and objectives of public relations.  4. Models of organizing PR.  5. PR in crisis situations.  6. Mass media and public relations.  7. Corporate identity and the world of symbols.  8. Trademark and logo.  9. Photograph and PR.  10. Personal PR of business people, public figures and artists.  11. Organizing press conferences.  12. Ethics of public relations. |
| Learning outcomes | Better understanding of the relationship between an organization and its surrounding.  Getting acquainted with the activities used in practice (announcement, relation with media, relation with target groups). |
| Length | One semester |
| General information | Acquiring the skill of balancing between an organization and its target group. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |