

Information sheet for the course Public Relations

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>LZP42</i>	Course unit title: <i>Public Relations</i>
Type of course unit: <i>compulsory</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st semester 1st year</i>	
Degree of study: <i>II. (engineer, magister)</i>	
Course prerequisites: <i>none</i>	
Assesment methods: <i>During the semester there will be 2 tests for 10 points each, both administered via e – learning system. Final assessment (ranges for evaluation): A - 100 %, B - 91 %, C - 81%, D - 71 %, E - 61 %, Fx - 51%. To pass the course students are required to score at least 60% on each test. Two absences on lectures are excused. At the end of the semester: Examination. Final evaluation: Achieved average.</i>	
Learning outcomes of the course unit: <i>The student completing the course acquires an overview of the basic methods and ways of communicating with the public, from the perspective of the state, the private sector, the third sector, communities, employees, foreign entities and internet users. The student should know forms of management of crises situations through public relations. The student should understand how to build the reputation and image of the company or organization as well as strategic communication. This concerns in particular the art of lobbying and the protection of interests as well as the quality of communication and education. After successful completion of the learning process the student should be prepared to pursue further university studies.</i>	
Course contents: <i>1. Introduction. Definition of the basic concepts.</i> <i>2. Origin and formation of public relations.</i> <i>3. Audience and means of communication.</i> <i>4. Ethics in public relations.</i> <i>5. Position of the State, the business sector, the third sector in the context of public relations.</i> <i>6. The status of the community, employees and foreign entities in public relations.</i> <i>7. The role of the Press Secretary and the mass media in public relations.</i> <i>8. Managing the crisis.</i> <i>9. The role and importance of lobbying.</i> <i>10. New trends in public relations.</i> <i>11. Internet public relations.</i> <i>12. The image and quality of communication in public relations.</i> <i>13. Strategic communication.</i>	
Recommended of required reading: <i>Bödo, B.: Call-Center – Mittelpunkt der Kundenkommunikation. Vieweg Verlagsgesellschaft, Berlín 1999</i> <i>Jedlička, M.: Propagačná komunikácia podniku. Magna, Trnava 2000</i> <i>Kotler, P: Marketing od A do Z. Management Press, Praha 2003</i> <i>Medveď, J . – Kováčová, Z.: Finančný a bankový marketing. Sprint, Bratislava 2003</i> <i>Pelsmacker,P. – Geuens,M. – Bergh, J.: Marketingová komunikace. Grada Publishing, Praha</i>	

2003

Saffir, L.: Power Public Relations. Lincolnwood, Illionois 1992

Seiitel, F.P.: The Practice of Public Relations. Prentice Hall, New Jersey 1995

Žáry, I.: Public Relations. Univerzita Komenského, Bratislava 1996

Časopis FSEV – Sociálno-ekonomická revue

Language: *Slovak*

Remarks:

The course is offered in the winter semester of the first year of full-time graduate studies and in the winter semester of the first year of external graduate studies. This course is mandatory.

Evaluation history:

A	B	C	D	E	FX
29.26	25.92	24.54	14.86	3.92	1.5

Lectures:

PhDr. Erika Hančovská, PhD.

Last modification: 28.05.2014

Supervisor: *doc. Mgr. Sergej Vojtovič, DrSc.*