

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet:	Mediji in odnosi z javnostjo
Course title	Media and Public Relations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje in poslovanje 2	Upravljanje in poslovanje	2.	3.
Business and Management 2	Business and Management	2 nd	3 rd

Vrsta predmeta/Course type izbirni/elective

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
20		15				6

Nosilec predmeta/Lecturer: prof. dr. Karmen Erjavec

Jezik/ Languages:	Predavanja/Lectures:	slovenski/Slovenian
	Vaje/Tutorial:	slovenski/Slovenian

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

<ul style="list-style-type: none"> Pogoj za vključitev v delo je vpis v drugi letnik študijskega programa. Študent mora pred izpitom pripraviti in predstaviti raziskovalno nalogo. 	<ul style="list-style-type: none"> The condition for inclusion is entry in the second year of study. Student has to prepare, present and defend a research paper before the exam.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> Množični mediji in njihova specifika (tisk, radio, televizija, svetovni splet), javni in komercialni mediji, specifika medijske javnosti. Opredelitev profesionalne prakse etično odgovornega upravljanja odnosov z javnostmi in vodenja strateških komunikacij. Razčlenitev dinamičnega razmerja organizacije z njenim notranjim in zunanjim okoljem. Mediji kot okvir, znotraj katerega organizacija vzpostavlja odnose z javnostjo. Splošna opredelitev vodenja odnosov z javnostmi in faze raziskovanja, strateškega planiranja, izvedbe in vrednotenja rezultatov. Specifičnosti programov vodenja 	<ul style="list-style-type: none"> Mass media and their specifics (press, radio, television, the World Wide Web), public and commercial media, specific of media public. Defining a professional practice of ethically responsible public relations management and managing strategic communications. Breakdown of the organization's dynamic relationship with its internal and external environment. Media as a framework within which the organization establishes public relations. General definition of public relations management and phases of research, strategic planning, implementation and evaluation of results. Specificity of programs of managing
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<p>odnosov z notranjo javnostjo, z množičnimi mediji, s skupnostjo, z državnimi institucijami, s potrošniki, s finančno javnostjo, z družbenimi gibanji.</p> <ul style="list-style-type: none"> • Program kriznih odnosov z javnostmi. • Načela strateškega planiranja in izvajanja komunikacijskih kampanj in praktične tehnike komuniciranja (pisanje sporočil za javnost, organizacija novinarskih konferenc, nastopanje na radiu in televiziji, bilteni, predstavitve na svetovnem spletu). • Praktično razvijanje komunikacijske strategije in preizkušanje rabe komunikacijskih tehnik na simuliranih primerih. • Praktična analiza situacije, organizacije, javnosti in ustrezne strategije, taktike in ovrednotenje rezultatov. 	<p>relations with the internal public, mass media, community, state institutions, consumers, financial public, and social movements.</p> <ul style="list-style-type: none"> • Program of crisis public relations. • Principles of strategic planning and implementation of communication campaigns and practical communication techniques (writing press releases, organizing press conferences, broadcasting on radio and television, newsletters, presentations on the World Wide Web). • Practical development of communication strategy and testing the use of communication techniques in simulated cases. • Practical analysis of the situation, organization, public and appropriate strategies, tactics and evaluation of results.
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Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> • Wilcox, Cameron (2005). Public Relations Strategies and Tactics. NJ: Allyn & Bacon. • Cutlip, Scott, Center, Allan, Broom, Glen. (2000). Effective Public Relation. 8th Edition. Englewood Cliffs: Prentice Hall. • Smith, R. (2005): Strategic Planning for Public Relations. Hillsdale: Erlbaum. • Grunig, L., J. Grunig, D. Dozier (2002). Excellent Public Relations and Effective Organizations: A Study of Communication management in Three Countries. Hillsdale: Erlbaum. • Howard, Carole, W. Matthews (2000). On Deadline: Managing Media Relations. Waveland Press, Inc.

Cilji in kompetence:

<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • razvijanje celovitega kritičnega mišljenja in sposobnost analize, sinteze in predvidevanja rešitev ter posledic problemov s področja komunikacijskih ved in odnosov z javnostmi, • razvoj komunikacijskih veščin in spretnosti v uporabi znanja na področju odnosov z javnostmi, • sodelovalna komunikacija z interesnimi skupinami in mediji, • sodelovalno/timsko delo, sposobnost komuniciranja s strokovnjaki z različnih področij družbenega življenja, • občutljivost/odprtost za ljudi in socialne situacije ter razvoj komunikacijskih spretnosti za domače in mednarodno okolje, 	<p><i>The learning unit mainly contributes to the development of the following general and specific competences:</i></p> <ul style="list-style-type: none"> • developing comprehensive critical thinking and the ability to analyze, synthesize and anticipate solutions and consequences of communication and public relations problems, • development of communication skills and competences in the use of knowledge in public relations, • collaborative communication with stakeholders and the media, • collaborative / team work, the ability to communicate with experts from different fields of social life, • sensitivity / openness for people and social situations and development of communication skills for the domestic and international environment,
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<ul style="list-style-type: none"> • zmožnost vzpostavljanja in vzdrževanja dialoškega odnosa s skupinami in javnostmi (lokalna skupnost, državni organi, svetovalne službe, mediji) ter zmožnost strpnega dialoga, • interdisciplinarno povezovanje vsebin. 	<ul style="list-style-type: none"> • the ability to establish and maintain a dialogue with groups and the public (the local community, state authorities, advisory services, the media), and the ability for a tolerant dialogue, • interdisciplinary connection of content.
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Predvideni študijski rezultati:

Znanje in razumevanje:

Student/študentka:

- pozna in razume procese in vlogo komuniciranja v poslovnih odnosih,
- razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost organizacijskega komuniciranja,
- pozna in razume umeščenost svojega strokovnega področja v širše družbene, kulturne in vrednotne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno aktiven in profiliran odnos do sveta,
- v praksi uveljavlja profesionalno in etično odgovorno upravljanje odnosov z javnostmi in vodenje strateških komunikacij,
- razume problematiko vodenja odnosov z javnostmi in faze raziskovanja, strateškega planiranja, izvedbe in vrednotenja rezultatov,
- pozna vodenje odnosov z notranjo javnostjo, z množičnimi mediji, s skupnostjo, z državnimi institucijami, s potrošniki, s finančno javnostjo, z družbenimi gibanji,
- seznanjen/-a je s problematiko komuniciranja z javnostjo v okvirih kriznih dogajanj,
- pozna in razume načela strateškega planiranja in izvajanja komunikacijskih kampanj in nekatere praktične tehnike odnosov z javnostmi.

Intended learning outcomes:

Knowledge and understanding:

Students:

- know and understand the processes and role of communication in business relations,
- understand the interaction of factors that influence the success of organizational communication,
- know and understand the positioning of their professional field in wider social, cultural and value contexts and, through the reflection of these contexts, form an intellectually active and profiled attitude towards the world,
- enforce professional and ethically responsible public relations management in practice, as well as management of strategic communications,
- understand the issues of public relations management and the research phase, strategic planning, performance and evaluation of results,
- know how to manage relations with the internal public, mass media, the community, state institutions, consumers, the financial community, social movements,
- are familiar with the problem of communication with public in the context of crisis situations,
- know and understand the principles of strategic planning and implementation of communication campaigns and some practical public relations techniques.

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, vsakodnevna diskusija o prebranih tekstih, vprašanja, primeri, reševanje problemov, obisk strokovnjaka),
- *projektna naloga*,
- individualne in skupinske *konzultacije* (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).

Learning and teaching methods:

- *lectures* with active participation of students (explanation, discussion on read texts, questions, examples, problem solving, expert visit);
- *project paper*,
- individual and group *consultations* (discussion, additional explanation, addressing specific issues).

