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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **The basic studies in communication and PR** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | The public relations | | |
| Level of study | | | | x☐Bachelor ☐ Master’s ☐ Doctoral | | |
| Type of course | | | | x☐ Obligatory ☐ Elective | | |
| Semester | | | | x☐ Autumn ☐Spring | | |
| Year of study | | | | first | | |
| Number of ECTS allocated | | | | ESPB-6 | | |
| Name of lecturer/lecturers | | | | Radovic C. Vladeta | | |
| Teaching mode | | | | x☐Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work x☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Controlling the process of mutual adjustment of organisation and its special groups, the analysis of trends, the prediction of their results, the usage of programme important for organizations and public, better understanding between organization and encirclement, training for leading communicational activities with the goal to produce good relations with society.* | | | | | | |
| **Relations with the SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **The basic meaning of PR, historical aspect, communication and culture, politics and media, basic strategies and goals, mass medias and public relations, the identity of corporations and the world of symbols, the relations with journalists PR and the responsibility, the relations with consuming society, the case studies, writing the reports for newspapers, Interview, the research and evaluation, practical instruction...** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| x☐Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  ☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | |  |
| **Practical teaching** | **30** | | **Oral examination** | | | **30** |
| **Teaching colloquia** | **30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |