

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Odnosi z javnostmi  
**Course title:** Public Relations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (VS) / Social management (BA)	Program nima smeri / Program has a single course	Drugi / Second	Četrty / Fourth
Prva stopnja / First level			

**Vrsta predmeta / Course type**

Obvezni / Obligatory

**Univerzitetna koda predmeta / University course code:**

OJ / PR

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	30	0	0	130	6

**Nosilec predmeta / Lecturer:**

prof. dr. Mateja Rek / Prof. Mateja Rek, Ph.D.

**Jeziki /  
Languages:**

**Predavanja /  
Lectures:** Slovenski / Slovenian, Angleški / English

**Vaje / Tutorial:** Slovenski / Slovenian, Angleški / English

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

Študent/študentka mora pred pristopom k izpitu opraviti obveznosti vaj.

**Prerequisites:**

Student must successfully submit seminar assignment before examination.

**Vsebina:**

- Predstavitev osnovnih pojmov, komunikacijskih prvin in opredelitev komuniciranja, odnosov, javnosti
- Zgodovino in razvoj odnosov z javnostmi ter njihovo vlogo v družbi
- Pomen odnosov z javnostmi za organizacijo
- Strateške odnose z javnostmi, javna podoba in identiteta organizacije
- Upravljanje odnosov z deležniškimi javnostmi

**Content (Syllabus outline):**

- Defining basic concepts, communication elements, relationships, public
- The history and development of public relations and their role in society
- The importance of public relations for the organization
- Strategic public relations, public image and identity of the organization
- Managing relations with stakeholders
- Analytical tools
- Public Relations and Media

- Analitična orodja
- Odnosi z javnostmi in mediji
- Planiranje in upravljanje dogodkov

- Planning and managing events

### Temeljni literatura in viri / Readings:

Meerman Scott David (2015): *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. Wiley; 5 edition.

Theaker, Alison et. al (2004): *Priročnik za odnose z javnostmi*. GV Založba.

Tench, Ralph (2009): *Exploring Public Relations*. Pearson Education.

Benedetti, Ksenja (2006): *Lobiranje je vroče*. Spem: Ljubljana.

### Cilji in kompetence:

Cilj:

Cilj predmeta je študentom predstaviti aktualne koncepte in vsebine s področja odnosov z javnostmi ter selektivnih veščin izvajanja aktivnosti komuniciranja z relevantnimi javnostmi organizacije.

Pridobitev splošnih kompetenc:

- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- sposobnost oblikovanja izvornih idej, konceptov in rešitev določenih problemov;
- sposobnost divergentnega mišljenja, kritičnega presojanja, ustvarjalnosti in premagovanja problemov;
- čut za odgovornost do soljudi, družbe in narave;
- pripravljenost na vseživljensko učenje;
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost,

### Objectives and competences:

Objectives:

The objective of the course is to teach students on current concepts and contents in the field of public relations and to offer them selective skills in carrying out communication activities with the relevant publics of the organization.

Acquisition of general competences:

- developing communication skills in different communication settings and environments;
- the ability to identify and take advantage of the opportunities offered in the work and social environment (manifesting as entrepreneurial spirit and active citizenship);
- ability to formulate original ideas, concepts and solutions to specific problems;
- ability to diverge, think critically, be creative and overcome problems;
- a sense of responsibility towards people, society and nature;
- readiness for lifelong learning;
- familiarity with the importance of quality, striving to maintain the quality of professional work through practicing autonomy, showing initiative, as well as

(samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu.

Pridobitev predmetno-specifičnih kompetenc:

- komuniciranje s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje;
- razumevanje individualnih vrednot in vrednostnih sistemov, obvladovanje profesionalnoetičnih vprašanj.

through (self-) criticism, (self-)reflection and (self-) evaluation.

Acquisition of course-specific competences:

- understanding of relationships between individuals, organizations and the social environment, ability to complex systematic understanding and functioning;
- knowledge and understanding of the theoretical basics of analytical and consulting work (transfer of knowledge to the user);
- understanding of individual values and value systems, mastering professional ethical issues.

#### **Predvideni študijski rezultati:**

Znanje in razumevanje:

- osvojitve znanja in kompetenc povezanih s komuniciranjem tako v notranjem okolju kot z zunanjim okoljem organizacije;
- razumevanje ključnih vidikov odnosov z javnostmi;
- poznavanje osnovnih konceptov teorij organizacij;
- razumevanje pomena in posledic upravljanja odnosov z javnostmi za uspešnost organizacije;
- sposobnost identifikacije, analize in evalvacije komunikacijskih procesov organizacije;
- uporaba metod in tehnik učinkovitega (medkulturnega) komuniciranja v specifičnih organizacijskih kontekstih.

#### **Intended learning outcomes:**

Knowledge and understanding:

- acquisition of knowledge and communication-specific competences in internal and external environment;
- understanding the key points of public relations;
- knowing the basic concepts of the theories of organisation;
- understanding the role and the consequences of organisational communication for the success of the organisation;
- the ability to identify, analyse and evaluate the communication processes in the organisation;
- the usage of methods and techniques of effective (intercultural) communication skills in specific organisational contexts.

#### **Metode poučevanja in učenja:**

#### **Learning and teaching methods:**

<ul style="list-style-type: none"> <li>• Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)</li> <li>• Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre)</li> <li>• Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij</li> <li>• Individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj)</li> <li>• Samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje)</li> </ul>	<ul style="list-style-type: none"> <li>• Lectures with active participation of students (lecture, discussion, questions, examples, problem solving exercises)</li> <li>• Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice)</li> <li>• Use of online classroom or other contemporary ICT tools</li> <li>• Individual and group consultation (discussion, additional explanation, questions)</li> <li>• Individual work (motivation, focus, self-observation, reflection, self-evaluation)</li> </ul>
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Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Načini:</p> <ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> <li>• Obveznosti vaj</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>70 %</p> <p>30 %</p>	<p>Types:</p> <ul style="list-style-type: none"> <li>• Written/oral exam</li> <li>• Tutorial</li> </ul> <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>

#### Reference nosilca / Lecturer's references:

REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

GORJUP, Nina, REK, Mateja. *Mala in mikro podjetja v vrtincu promocijskih naporov*. 1. izd. Ljubljana: Vega, 2016.

GORJUP, Nina, REK, Mateja. *Odnos do promocije v poslovno uspešnih malih in mikro podjetjih*. 1. izd. Ljubljana: Vega, 2016.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, feb. 2017, vol. 13, no. 1, str. 173-188.

REK, Mateja, OZVATIČ, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. *Research in social change*, ISSN 2463-8226, Jan. 2017, vol. 9, iss. 1, str. 28-48.

MAKAROVIČ, Matej, PRIJON, Lea, REK, Mateja, TOMŠIČ, Matevž. The Strength of Pro-European consensus among Slovenian political elites. *Historical social research*, ISSN 0172-6404, 2016, vol. 41, no. 4, str. 195-213.

REK, Mateja. Unwanted behaviour among youth: influence of digital media consumption. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135, ilustr. <http://www.iias.com/pdf/IIASS-2016-no3-art7.pdf>, doi: [10.12959/issn.1855-0541.IIASS-2016-no3-art7](https://doi.org/10.12959/issn.1855-0541.IIASS-2016-no3-art7).

KOVAČIČ, Andrej, REK, Mateja. Factors increasing media exposure of preschool children. *The new educational review*, ISSN 1732-6729, 2016, vol. 45, str. 249-257.