

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**"ЗАТВЕРДЖУЮ"**

Заступник керівника  
(проректор з навчально-методичної роботи)

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Каріна НЕМАШКАЛО

*Паблік рілейшнз*

**робоча програма навчальної дисципліни**

|                                         |                                      |                   |
|-----------------------------------------|--------------------------------------|-------------------|
| Галузь знань                            | <i>Усі</i>                           |                   |
| Спеціальність                           | <i>Усі</i>                           |                   |
| Освітній рівень                         | <i>перший (бакалаврський) рівень</i> |                   |
| Освітня програма                        | <i>Усі</i>                           |                   |
| Статус дисципліни                       |                                      | <i>вибіркова</i>  |
| Мова викладання, навчання та оцінювання |                                      | <i>англійська</i> |
| Завідувач кафедри                       |                                      |                   |
| Міжнародних економічних відносин        |                                      | Ірина ОТЕНКО      |

Харків  
2021

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**"APPROVED"**

Vice-Head  
(Vice-Rector on Studying and Methodological Work)

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Karyna NEMASHKALO

*Public Relations*

**syllabus of the educational discipline**

|                     |                                |
|---------------------|--------------------------------|
| Field of knowledge  | <i>All</i>                     |
| Specialty           | <i>All</i>                     |
| Educational level   | <i>First (Bachelor) degree</i> |
| Educational program | <i>All</i>                     |

|                                            |                 |
|--------------------------------------------|-----------------|
| Discipline type                            | <i>Elective</i> |
| Teaching, learning and assessment language | <i>English</i>  |

|                                         |       |              |
|-----------------------------------------|-------|--------------|
| Department Head                         |       |              |
| <i>International economic relations</i> | _____ | Iryna OTENKO |

APPROVED

At the meeting of the International Business and Economic Analysis Department  
Protocol № 1 from 5 January 2021.

Compiled by

Oleksandra Gron, PhD in Economics, Associate Professor of the Department of International  
Economic Relations

**Letter of renewal and re-approval of the syllabus of the educational discipline**

| Academic year | Date of the meeting<br>of the department -<br>the developer of<br>syllabus | Number of<br>Protocol | The Department Head's signature |
|---------------|----------------------------------------------------------------------------|-----------------------|---------------------------------|
|               |                                                                            |                       |                                 |
|               |                                                                            |                       |                                 |
|               |                                                                            |                       |                                 |
|               |                                                                            |                       |                                 |
|               |                                                                            |                       |                                 |

## Abstract of the discipline

In modern conditions, the establishment and maintenance of mutual understanding between the organization and its public groups is important in the process of resolving both commercial and non-commercial issues. Since any organization is primarily a social element of society, all its connections and communications are a variety of social interactions. Any activity of the organization takes place according to the laws of society, in the social environment. Public relations tools help the successful functioning of organizations and the formation of their reputation in society. The good reputation of the organization allows to attract professionals, invest, and increase the commitment of partners. As one of the functions of management, public relations (PR) are proactive and directly affect the success of organizations. Forming the mission of PR organizations focus on considering the interests of society. On the other hand, in a democratic society, the public needs information and knowledge about the activities of companies, organizations, institutions, and the tools of public relations help identify the information needs of public groups and provide them with the necessary information.

To be in demand in the labor market, future specialists need to know the basics of public relations, their role and functions in organizations, ways to identify public groups, components of PR campaigns.

The discipline "Public Relations" is a selective discipline and is studied in accordance with the curriculum for specialists at the educational level "Bachelor" all specialties of all forms of study.

The purpose of teaching the discipline "Public Relations" is for students to acquire theoretical knowledge, practical skills, and abilities in the field of public relations.

The main tasks of studying the discipline "Public Relations" are:

students gain knowledge about the conceptual apparatus and basic models of public relations;

mastering the skills of effective work with the main groups of the public and the use of various tools of public relations;

understanding of the ethical constraints imposed on the subject of PR activities.

### Characteristics of the discipline

|                          |          |
|--------------------------|----------|
| Year of study            | <b>3</b> |
| Semester                 | <b>5</b> |
| Number of credits ECTS   | <b>5</b> |
| Form of final assessment | Pass     |

### Structural and logical scheme of studying the course

| Prerequisites    | Post requisites   |
|------------------|-------------------|
| English language | Internship        |
| Philosophy       | Bachelor's thesis |

### Competences and discipline results

| Competencies                                 | Results                                                                                                                                                              |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ability to generate new ideas (creativity)   | Ability to create texts and documents, to develop optimal in composition and functionality multimedia components for use in PR.                                      |
| The ability to be critical and self-critical | Knowledge of methods for assessing the effectiveness of communication efforts of the organization, the ability to determine the effectiveness of the PR-campaign, to |

|                                                                         |                                                                                                                                                                  |
|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                         | summarize its implementation.                                                                                                                                    |
| Ability to speak a foreign language                                     | The ability to convey their own conclusions clearly and unambiguously, as well as knowledge and explanations that substantiate them.                             |
| Ability to search, process and analyze information from various sources | Ability to create / improve the system of interaction with target groups of the public with the help of PR-technology, using various communication channels.     |
| Skills in the use of information and communication technologies         | To conduct quantitative and qualitative research of public opinion, attitudes, and expectations of the public; understand methods of influencing public opinion. |

## Course Content

### **Content Module 1. Fundamentals of the theory of public relations.**

#### **Theme 1. Public relations and social communication.**

- 1.1. Specifics of social relations.
- 1.2. The structure of the communication process.
- 1.3. Forms of social communication.
- 1.4. Features of mass communication.

#### **Theme 2. History of the origin and development of public relations.**

- 2.1. Prerequisites for the emergence of a system of public relations.
- 2.2. The main stages of emergence and development of PR.
- 2.3. The main trends in the development of PR.
- 2.4. Defining the concept of public relations in modern science.

#### **Theme 3. Public relations in modern society.**

- 3.1. Public relations. The role of PR specialist.
- 3.2. Public relations - differences from advertising, journalism, propaganda.
- 3.3. Principles of PR activities. Functions and roles of public relations.
- 3.4. Grunig's communication models.

#### **Theme 4. Public opinion as an object of PR activities.**

- 4.1. Public: concept, structure, typology.
- 4.2. The public as a subject of communication.
- 4.3. The essence, characteristics, and features of public opinion.
- 4.4. The process of forming public opinion and the place of public relations services in it.

#### **Theme 5. The media is an important tool of PR.**

- 5.1. Mass media and communication: concept and structure.
- 5.2. Work of PR services with mass media.
- 5.3. Interviews and press conferences on working with the MR.
- 5.4. Press releases as a means of disseminating news about the organization.

### **Content module 2. Applied aspects of public relations.**

#### **Theme 6. The role of public relations in shaping the image of the organization.**

- 6.1. The concept of image in modern science.
- 6.2. Image of the organization: concept, structure, typology.
- 6.3. The mechanism of image formation of the organization.

6.4. The main stages of image formation of the organization.

**Theme 7. Event communication in the public relations system.**

7.1. Event communication: concept, essence, place in the system of public relations.

7.2. Specifics of certain types of event communication.

7.3. Organization and holding of presentations.

**Theme 8. International public relations.**

8.1. The structure, goals, and objectives of public relations in the international environment.

8.2. Features of international PR activities of states and government agencies.

8.3. International organizations as subjects of PR activity.

8.4. Multicultural environment as a factor in the implementation of international PR.

**Theme 9. Crisis public relations.**

9.1. Crises and crisis situations.

9.2. The main tasks of PR services in the pre-crisis period.

9.3. Activities of PR services in a crisis.

**Theme 10. Organization of public relations system.**

10.1. The main organizational forms of public relations system.

10.2. Planning, organizing, and conducting public relations.

10.3. Strategic and operational planning of public relations.

**Theme 11. Legal regulation and ethical norms of public relations.**

11.1. Professional principles and norms of PR activity.

11.2. Government regulators, professional organizations, and associations as a conceptual basis for the formation of professional PR standards in Europe and the United States.

11.3. Formation of ethical principles of PR-activity in Ukraine.

11.4. Ethical issues in the field of public relations.

11.5. Problems of legal regulation of public relations.

**Teaching and learning methods**

In the course of the academic discipline includes different interactive study techniques, such as discussion, case-study, brainstorming, tests, creative tasks, work in small groups, problem-solving lectures.

**The procedure for evaluating learning outcomes**

Simon Kuznets KhNUE uses accumulative (100-grade) system of evaluation. Current learning outcomes are awarded minimum 60 points and maximum 100.

The evaluating process is built up in the way of points giving for active work during interactive lectures and the practical lessons.

Each interactive lecture student can receive 1 point maximum (15 points in total).

During every practical lesson student can gain 2 points (30 points in total). The activities include discussions, question-answer sessions, case-studies, brainstorming and presentations, etc. Totally students can receive 15 points for the excellent performance of assignments during interactive lectures and 30 for performance during practical lessons.

The assignments are given in the form of 7 homework written tasks that are evaluated from 2 to 3 points each (17 points in total), working in small teams, and conducting research, results of which students should present in class - 4 presentations (18 points in total).

During semester students have 1 control work (10 points) and 1 colloquium (10 points). Totally for the current work students have to collect minimum 60 points to pass.

The final grade is provided according to the rate presented in table “The grading rate: national rate and ECTS”.

The forms of evaluation and point allocation are given in table “The rating plan of the academic course”.

### National and ECTS scale of evaluation

| Total score on a 100-point scale | ECTS assessment scale | Assessment on the national scale                                         |          |
|----------------------------------|-----------------------|--------------------------------------------------------------------------|----------|
|                                  |                       | for exam, differentiated test, course project (work), practice, training | for pass |
| 90 – 100                         | A                     | excellent                                                                | pass     |
| 82 – 89                          | B                     | good                                                                     |          |
| 74 – 81                          | C                     |                                                                          |          |
| 64 – 73                          | D                     | satisfactory                                                             |          |
| 60 – 63                          | E                     |                                                                          |          |
| 35 – 59                          | FX                    | unsatisfactory                                                           | not pass |

### Rating plan of the discipline

| Theme                                                                     | Forms and types of education             |                                                                                                                                                                                                                                                                      | Forms of evaluation                     | Max rating |
|---------------------------------------------------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------|
| 1                                                                         | 2                                        |                                                                                                                                                                                                                                                                      | 3                                       | 4          |
| <b>Content module 1. Fundamentals of the theory of public relations</b>   |                                          |                                                                                                                                                                                                                                                                      |                                         |            |
| <b>Theme 1. Public relations and social communication</b>                 | <i>Classroom work</i>                    |                                                                                                                                                                                                                                                                      |                                         |            |
|                                                                           | Lecture                                  | Lecture on questions: 1.1. Specifics of social relations. 1.2. The structure of the communication process. 1.3. Forms of social communication. 1.4. Features of mass communication.                                                                                  | Work on lectures                        | 1          |
|                                                                           | Seminar session                          | Task: Communication models. Situational tasks: recommendations for the rules of effective communication.                                                                                                                                                             | Active participation in the discussion  | 2          |
|                                                                           | <i>Independent work</i>                  |                                                                                                                                                                                                                                                                      |                                         |            |
|                                                                           | Questions and tasks for independent work | Study of lecture material, preparation for the lesson, review of theoretical material. Task: Development of the scheme of communicative process of a certain situation                                                                                               | Homework check                          | 2          |
| <b>Theme 2. History of the origin and development of public relations</b> | <i>Classroom work</i>                    |                                                                                                                                                                                                                                                                      |                                         |            |
|                                                                           | Lecture                                  | Lecture on questions: 2.1. Prerequisites for the emergence of a system of public relations. 2.2. The main stages of emergence and development of PR. 2.3. The main trends in the development of PR. 2.4. Defining the concept of public relations in modern science. | Work on lectures                        | 1          |
|                                                                           | Practice session                         | Task: Analysis of the evolution of public relations.                                                                                                                                                                                                                 | Active participation in practical tasks | 2          |
|                                                                           | <i>Independent work</i>                  |                                                                                                                                                                                                                                                                      |                                         |            |
|                                                                           | Questions and tasks for independent work | Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Drawing up a "map" "The main trends in the development of PR".                                                                                        | Homework check                          | 2          |

| 1                                                            | 2                                        | 3                                                                                                                                                                                                                                                                                | 4                                       |   |
|--------------------------------------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|---|
| <b>Theme 3. Public relations in modern society</b>           | <i>Classroom work</i>                    |                                                                                                                                                                                                                                                                                  |                                         |   |
|                                                              | Lecture                                  | Lecture on issues: 3.1. Public relations. The role of PR specialist. 3.2. Public relations - differences from advertising, journalism, propaganda. 3.3. Principles of PR activities. Functions and roles of public relations. 3.4. Grunig's communication models.                | Work on lectures                        | 1 |
|                                                              | Practice session                         | Seminar on the issues: The role of a PR specialist.<br>Task: Public relations - differences from advertising, journalism, propaganda                                                                                                                                             | Active participation in practical tasks | 2 |
|                                                              | <i>Independent work</i>                  |                                                                                                                                                                                                                                                                                  |                                         |   |
|                                                              | Questions and tasks for independent work | Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Evolution of communicative models.<br>Task: analysis of organizations and determining the role of PR in their activities                                          | Homework check                          | 2 |
| <b>Theme 4. Public opinion as an object of PR activities</b> | <i>Classroom work</i>                    |                                                                                                                                                                                                                                                                                  |                                         |   |
|                                                              | Lecture                                  | Lecture on questions 4.1. Public: concept, structure, typology. 4.2. The public as a subject of communication. 4.3. The essence, characteristics, and features of public opinion. 4.4. The process of forming public opinion and the place of public relations services in it. . | Work on lectures                        | 2 |
|                                                              | Practice session                         | Task: Assessment of public opinion.                                                                                                                                                                                                                                              | Active participation in practical tasks | 4 |
|                                                              | <i>Independent work</i>                  |                                                                                                                                                                                                                                                                                  |                                         |   |
|                                                              | Questions and tasks for independent work | Study of lecture material, preparation for the lesson, review of theoretical material. The process of forming public opinion and the place of public relations services in it.<br>Case studies: group work "Definition of manipulative techniques using by mass media".          | Homework check                          | 3 |
| <b>Theme 5. The media is an important tool of PR</b>         | <i>Classroom work</i>                    |                                                                                                                                                                                                                                                                                  |                                         |   |
|                                                              | Lecture                                  | Lecture-discussion on questions 5.1. Mass media and communication: concept and structure. 5.2. Work of PR services with mass media. 5.3. Interviews and press conferences on working with the MR. 5.4. Press releases as a means of disseminating news about the organization.   | Work on lectures                        | 1 |
|                                                              | Practice session                         | Practice session. Compiling a press release.                                                                                                                                                                                                                                     | Active participation in practical tasks | 2 |
|                                                              | <i>Independent work</i>                  |                                                                                                                                                                                                                                                                                  |                                         |   |
|                                                              | Questions and tasks for independent work | Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Media interviews and press conferences. Creative task: Analyze and compare the news published in different media about the organization chosen by the student.    | Homework check                          | 2 |



| 1                                                                                     | 2                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                                                                       | 4                                       |    |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----|
| <b>Content module 2. Applied aspects of public relations</b>                          |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
| <b>Theme 6. The role of public relations in shaping the image of the organization</b> | <i>Classroom work</i>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
|                                                                                       | Lecture                                                                                                                                                                                                                                                                                                                                                                               | Lecture on questions: 6.1. The concept of image in modern science. 6.2. Image of the organization: concept, structure, typology. 6.3. The mechanism of image formation of the organization. 6.4. The main stages of image formation of the organization.                                                                                                | Work on lectures                        | 2  |
|                                                                                       | Practice session                                                                                                                                                                                                                                                                                                                                                                      | Case study: Consideration of problem situations in groups. Analysis of the components of the image of S. Kuznets KhNUE.                                                                                                                                                                                                                                 | Active participation in practical tasks | 4  |
|                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                         | Written test                            | 10 |
|                                                                                       | <i>Independent work</i>                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
| Questions and tasks for independent work                                              | Study of lecture material, preparation for the lesson, review of theoretical material: The mechanism of image formation of the organization. Target audiences of public relations. Cases: Identifying the organization's stakeholders. Creative individual task: Comparison of the image of organizations of the student's choice, measures to improve the image of the organization. | Homework check                                                                                                                                                                                                                                                                                                                                          | 3                                       |    |
|                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                       | Presentation                                                                                                                                                                                                                                                                                                                                            | 5                                       |    |
| <b>Theme 7. Event communication in the public relations system</b>                    | <i>Classroom work</i>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
|                                                                                       | Lecture                                                                                                                                                                                                                                                                                                                                                                               | Lecture on questions: 7.1. Event communication: concept, essence, place in the system of public relations. 7.2. Specifics of certain types of event communication. 7.3. Organization and holding of presentations.                                                                                                                                      | Work on lectures                        | 1  |
|                                                                                       | Practice session                                                                                                                                                                                                                                                                                                                                                                      | Practical lesson in the form of a business game: Search for ideas and planning of PR campaign activities for the organization of the student's choice.                                                                                                                                                                                                  | Active participation in practical tasks | 2  |
|                                                                                       | <i>Independent work</i>                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
| Questions and tasks for independent work                                              | Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Event communication in the public relations system. Creative task: preparation of a presentation of a special event for the organization of the student's choice.                                                                                                      | Presentation                                                                                                                                                                                                                                                                                                                                            | 5                                       |    |
| <b>Theme 8. International public relations</b>                                        | <i>Classroom work</i>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
|                                                                                       | Lecture                                                                                                                                                                                                                                                                                                                                                                               | Lecture on questions: 8.1. The structure, goals, and objectives of public relations in the international environment. 8.2. Features of international PR activities of states and government agencies. 8.3. International organizations as subjects of PR activity. 8.4. Multicultural environment as a factor in the implementation of international PR | Work on lectures                        | 2  |
|                                                                                       | Practice session                                                                                                                                                                                                                                                                                                                                                                      | Case study: Business games, work in small groups: modeling of situations of the intercultural environment, definition of features of application of PR-tools for the organizations working with representatives of various cultures.                                                                                                                    | Active participation in practical tasks | 4  |
|                                                                                       | <i>Independent work</i>                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                         |                                         |    |
| Questions and tasks for independent work                                              | Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: International organizations as subjects of PR activity. Tasks: analysis of PR activities of international organizations.                                                                                                                                               | Homework check                                                                                                                                                                                                                                                                                                                                          | 3                                       |    |

| 1                                                                       | 2                                                                                                                                                                                                                                                                          | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 4                                       |     |
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----|
| <b>Theme 9. Crisis public relations</b>                                 | <i>Classroom work</i>                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |     |
|                                                                         | Lecture                                                                                                                                                                                                                                                                    | Lecture on questions: 9.1. Crises and crisis situations. 9.2. The main tasks of PR services in the pre-crisis period. 9.3. Activities of PR services in a crisis.                                                                                                                                                                                                                                                                                            | Work on lectures                        | 2   |
|                                                                         | Practice session                                                                                                                                                                                                                                                           | Practical lesson: case study "Crisis analysis", search for crisis resolution options, development of a business plan.                                                                                                                                                                                                                                                                                                                                        | Active participation in practical tasks | 4   |
|                                                                         | <i>Independent work</i>                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |     |
| Questions and tasks for independent work                                | Study of lecture material, preparation for the lesson, review of theoretical material on the following issues: Crisis public relations. Tasks: compiling a list of crisis events for the selected organization, defining an action plan for possible crises. Presentation. | Presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5                                       |     |
| <b>Theme 10. Organization of public relations system</b>                | <i>Classroom work</i>                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |     |
|                                                                         | Lecture                                                                                                                                                                                                                                                                    | Lecture on questions: 10.1. The main organizational forms of public relations system. 10.2. Planning, organizing, and conducting public relations. 10.3. Strategic and operational planning of public relations.                                                                                                                                                                                                                                             | Work on lectures                        | 1   |
|                                                                         | Practice session                                                                                                                                                                                                                                                           | Situational tasks: The solution of case study tasks: Organization of the PR department of the organization.                                                                                                                                                                                                                                                                                                                                                  | Active participation in practical tasks | 2   |
|                                                                         | <i>Independent work</i>                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |     |
| Questions and tasks for independent work                                | Study of lecture material, preparation for the lesson, review of theoretical material. Conducting research of companies' corporate social responsibilities reports and compliance policy.                                                                                  | Presentation of research results                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                       |     |
| <b>Theme 11. Legal regulation and ethical norms of public relations</b> | <i>Classroom work</i>                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |     |
|                                                                         | Lecture                                                                                                                                                                                                                                                                    | Problem solving lecture on questions 11.1. Professional principles and norms of PR activity. 11.2. Government regulators, professional organizations, and associations as a conceptual basis for the formation of professional PR standards in Europe and the United States. 11.3. Formation of ethical principles of PP-activity in Ukraine. 11.4. Ethical issues in the field of public relations. 11.5. Problems of legal regulation of public relations. | Work on lectures                        | 1   |
|                                                                         | Practice session                                                                                                                                                                                                                                                           | Brainstorming "Formation of ethical principles of PP-activity in Ukraine, the role of state bodies and professional associations".                                                                                                                                                                                                                                                                                                                           | Active participation in practical tasks | 2   |
|                                                                         |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Colloquium                              | 10  |
|                                                                         | <i>Independent work</i>                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |     |
| Questions and tasks for independent work                                | Study of lecture material, preparation for the colloquium.                                                                                                                                                                                                                 | Homework check                                                                                                                                                                                                                                                                                                                                                                                                                                               | -                                       |     |
|                                                                         |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Total                                   | 100 |

## Recommended literature

### Basic

1. Gron O.V. Reference syllabus of lectures on the subject "Public Relations" [Electronic resource] - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7327#section-0>

### Additional

2. Vezhel L.M. Basics of public relations: a textbook / L.M. Vezhel; MES of Ukraine, Kyiv National University named after Taras Shevchenko. - Kyiv: VPTs "Kyiv University", 2011. - 123 p.

3. Korolko V.G., Nekrasova O.V. Public relations. Scientific bases, methods, practice. [Textbook] / Ed. 3rd, ext. and processing. - Kyiv: Kyiv-Mohyla Academy Publishing House, 2009. - 831 p.

4. Public relations: textbook. Comply by V.O. Morokhova, V.B. Zdryliuk, I.F. Lorvi; Lutz. nat. tech. un-t. - Lutsk: Vezha-Druk, 2016. - 207 p.

5. Romat, E.V. Public relations (basic course): textbook / E.V. Romat, I.O. Buchatska, T.V. Dubovik; Kyiv National University of Trade and Economics. - Kyiv, 2016. - 284 p.

6. Black C. The PR professional's handbook: powerful, practical communications / Caroline Black. - Kogan Page. - 2014. - 376 p.

7. Gregory A. Planning and managing public relations campaigns: a strategic approach / Anne Gregory. - Kogan Page. - 2015. - 224 p.

8. Foreign policy communication technologies: textbook. for university students studying in the field of training. "International information" / E.A. Makarenko, M.M. Ryzhkov, N.O. Pipchenko, T.V. Moskalenko, O.P. Kuchmiy; Kiev. nat. Univ. T. Shevchenko. - Kyiv: Free Press Center, 2016. - 415 p.

9. Pocheptsov G.G. From Pokemon to hybrid wars: new communication technologies of the XXI century / G.G. Pocheptsov. - Kyiv: Kyiv-Mohyla Academy, 2017. - 257 p.

### Internet resources

10. The International Public Relations Association Code of Conduct [Electronic resource] - Access mode: <https://www.ipra.org/member-services/code-of-conduct/>

11. The Public Relations Society of America Code of Ethics [Electronic resource] - Access mode: <https://www.prsa.org/about/prsa-code-of-ethics>

12. Global Principles of Ethical Practice in Public Relations and Communication Management / [Electronic resource] - Access mode: <https://www.globalalliancepr.org/code-of-ethics>

13. Course "Public Relations" on Moodle // [Electronic resource] - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7327#section-0>