

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



Public Relations

syllabus of the educational discipline

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

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

Department Head
International economic relations

Iryna OTENKO

Kharkiv
2021

APPROVED

At the meeting of the of the Department of International Economic Relations
Protocol № 1 from 27 August 2021

Compiled by

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Economic Relations

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

Academic year	Date of the meeting of the department - the developer of syllabus	Number of 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	3
Semester	5
Number of credits ECTS	5
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 PP-activity in Ukraine.
- 11.4. Ethical issues in the field of public relations.
- 11.5. Problems of legal regulation of public relations.

The list of practical lessons, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

In the course of the academic discipline includes different interactive study techniques, such as lectures in form of discussion (theme 5), case-study (theme 6, 8, 9), brainstorming (theme 11), creative tasks (theme 1, 2, 4, 5), work in small groups (theme 1, theme 4), business game (theme 7), creating mind-map (theme 2), problem-solving lectures (theme 11), presentations (theme 6, 7, 9, 10), situational tasks (theme 10).

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	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		

Rating plan of the discipline

Theme	Forms and types of education		Forms of evaluation	Max rating
1	2		3	4
Content module 1. Fundamentals of the theory of public relations				
Theme 1. Public relations and social communication	<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.	Oral interview	1
	Seminar session	Task: Communication models. Situational tasks: recommendations for the rules of effective communication.	Solving of the 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. Task for small groups: Development of the scheme of communicative process of a certain situation	Homework check	2	
Theme 2. History of the origin and development of public relations	<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.	Oral interview	1
	Practice session	Task: Analysis of the evolution of public relations.	Solving of the 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 "mind-map" “The main trends in the development of PR”.	Homework check	2	

1	2	3	4	
Theme 3. Public relations in modern society	<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.	Oral interview	1
	Practice session	Seminar on the issues: The role of a PR specialist. Task: Public relations - differences from advertising, journalism, propaganda	Active participation in discussion	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. Task: analysis of organizations and determining the role of PR in their activities	Homework check	2	
Theme 4. Public opinion as an object of PR activities	<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. .	Oral interview	2
	Practice session	Task: Assessment of public opinion.	Solving of the 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. Case studies: group work "Definition of manipulative techniques using by mass media".	Homework check	3	
Theme 5. The media is an important tool of PR	<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.	Oral interview	1
	Practice session	Practice session. Compiling a press release.	Solving the 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	
Content module 2. Applied aspects of public relations				
Theme 6. The role of public relations in shaping the image of the organization	<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.	Oral interview	2
	Practice session	Case study: Consideration of problem situations in groups. Analysis of the components of the image of S. Kuznets KhNUE.	Solving of the case study	4
			Written control work	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	
Theme 7. Event communication in the public relations system	<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.	Oral interview	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 the business game	2
	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
Theme 8. International public relations	<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	Oral interview	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.	Solving of the case study	4
	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
Theme 9. Crisis public relations	<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.	Oral interview	2
	Practice session	Practical lesson: case study "Crisis analysis", search for crisis resolution options, development of a business plan.	Solving of the case study	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	
Theme 10. Organization of public relations system	<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.	Oral interview	1
	Practice session	Situational tasks: The solution of case study tasks: Organization of the PR department of the organization.	Solving of the situational 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	
Theme 11. Legal regulation and ethical norms of public relations	<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.	Oral interview	1
	Practice session	Brainstorming "Formation of ethical principles of PP-activity in Ukraine, the role of state bodies and professional associations".	Active participation in the brainstorming	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. Amy Rosenberg. A Modern Guide to Public Relations: Unveiling the Mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices. - Veracity Marketing, 2021. – 188 p.
2. Tom Kelleher. Public Relations. - Oxford University Press, 2020. – 464 p.
3. 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.
4. Rich Leigh. Myths of PR: All Publicity is Good Publicity and Other Popular Misconceptions" - Kharkiv: Ranok Publishing House: Fabula, 2020. - 272 p.

Additional

5. Anthony Cuellar. Harnessing Visual Communications to Build Trust and Connections // Harvard business review? April 9, 2021. [Electronic resource] - Access mode: <https://hbr.org/sponsored/2021/04/harnessing-visual-communications-to-build-trust-and-connections>

Internet resources

6. 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>
7. The International Public Relations Association Code of Conduct [Electronic resource] - Access mode: <https://www.ipra.org/member-services/code-of-conduct/>
8. Public Relations Society of America. Electronic resource] - Access mode: <https://www.prsa.org/home>
9. Global Principles of Ethical Practice in Public Relations and Communication Management / [Electronic resource] - Access mode: <https://www.globalalliancepr.org/code-of-ethics>