



Syllabus of the educational discipline «Public relations»

Specialty	<i>all</i>
Educational program	<i>all</i>
Level of education	<i>Bachelor</i>
Discipline status	<i>Elective</i>
Teaching language	<i>English</i>
Course / semester	<i>3 course, 1 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 30 hours. Practical lessons – 30 hours. Independent training – 90 hours.</i>
Form of final assessment	<i>Pass/not pass test</i>
Department	<i>International economic relations, 2 building, aud.34, 36, telephone: +38 (057) 702-18-30, 3-71 (internal), the department website: http://www.ea.hneu.edu.ua/uk/article/kontakty-8.htm</i>
Teacher (-s)	<i>Gron Oleksandra Victorivna, associate professor of international economic relations department</i>
Teacher's contacts	<i>Gronsense.gmail.com</i>
Days of the classes	<i>According to schedule</i>
Consultations	<i>Online, on the date agreed between teacher and student, individual and group consultations</i>
The purpose of the discipline is for students to acquire theoretical knowledge, practical skills, and abilities in the field of public relations	
Prerequisites for learning <i>English language</i>	
Content of the educational discipline Content module 1. Fundamentals of the theory of public relations. Theme 1. Public relations and social communication. Theme 2. History of the origin and development of public relations. Theme 3. Public relations in modern society. Theme 4. Public opinion as an object of PR activities. Theme 5. The media is an important tool of PR. Content module 2. Applied aspects of public relations. Theme 6. The role of public relations in shaping the image of the organization. Theme 7. Event communication in the public relations system. Theme 8. International public relations. Theme 9. Crisis public relations. Theme 10. Organization of public relations system. Theme 11. Legal regulation and ethical norms of public relations.	
Material and technical support (software) of the discipline <i>Projector and computers</i>	
Course page on the Moodle platform (personal training system)	<i>Lectures, presentations, and seminar assignments. https://pns.hneu.edu.ua/</i>



Recommended literature

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>
2. 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.
3. Tom Kelleher. Public Relations. - Oxford University Press, 2020. – 464 p.
4. 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>
5. Public Relations Society of America. Electronic resource] - Access mode: <https://www.prsa.org/home>

Assessment system of learning outcomes

Simon Kuznets KhNUE uses accumulative (100-grade) system of evaluation. Current learning outcomes are awarded 60 points maximum. *More detailed information on assessment is given in the technological map of the discipline.*

Accumulation of rating points in the discipline

Types of training	Max points
Lectures	15
Practice lessons	30
Homework tasks	17
Presentations	18
Control work (module 1), colloquium (module 2)	20
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

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		not pass
35 – 59	FX	unsatisfactory	
1 – 34	F		

Discipline policies

The study of the discipline requires work with information sources, preparation for lectures and practical classes to perform all tasks in accordance with the curriculum.

Preparation for practical classes includes: acquaintance with the questions that are submitted to classes on the relevant topic; study of lecture material. The solution of practical problems should show signs of independence of performance by the applicant of such work, absence of signs of recurrence and plagiarism.

The presence of students in practical and lecture classes is mandatory, and their participation in the discussion of all issues is also important. Missed classes must be completed. Students must adhere to educational ethics, respect the participants in the learning process, adhere to discipline and time (term) parameters of the educational process.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.

Syllabus approved at the meeting of the Department «International economic relations».

Protocol № 1 from 28 August of 2021