Course Catalogue – Relations with the public

1. *Artificial Intelligence in Public Relations*

Learning Outcomes:

1. Formulate the history and explain the functioning of artificial intelligence.

2. Evaluate postdigital approaches to artificial intelligence and the Human Data Interaction (HDI) framework.

3. Formulate the foundations of the epistemology of artificial intelligence.

4. Critically assess the relationships between artificial intelligence, fake news, post-truth, and democracy.

5. Understand the legislative framework related to artificial intelligence.

2. *Integrated Marketing Communication*

Learning Outcomes:

The student will be able to:
1. Explain the basic concepts of integrated market communications and their role in modern times
2. Differentiate between the main instruments of the communication mix (advertising, public relations, sales promotion, personal selling, digital communications,
3. Analyse theoretical models of consumer behaviour relevant to communication processes (AIDA, Hierarchy of Effects, elaboration likelihood model, etc
4. Understand the importance of message coherence and brand identity in integrated communications.

3. *Digital Competences and Literacies*

Learning Outcomes:

The student will be able to:
1. Explain the basic concepts of integrated market communications and their role in modern times
2. Differentiate between the main instruments of the communication mix (advertising, public relations, sales promotion, personal selling, digital communications,
3. Analyse theoretical models of consumer behaviour relevant to communication processes (AIDA, Hierarchy of Effects, elaboration likelihood model, etc
4. Understand the importance of message coherence and brand identity in integrated communications.

4. Marketing in Support of Public Relations

Learning Outcomes:

Upon successful completion of the course, students will be able to:
1. Analyze and explain the interrelationship between marketing and public relations in the development of integrated communication strategies.
2. Design and adapt marketing and communication messages to fit the requirements and characteristics of different communication channels.
3. Implement coordinated marketing and public relations actions in a timely and effective manner during crisis communication situations.
4. Evaluate key performance indicators (KPIs) relevant to communication and business objectives, and use them to assess the effectiveness of communication activities.
5. Develop and apply personalized communication approaches tailored to specific target audiences.

5. Native Advertising

Learning Outcomes:

Upon successful completion of the course, students will be able to:
1. Identify and explain the differences between native advertising and traditional PR content.
2. Write native advertising articles in both print and digital formats.
3. Conceptualize and produce video content intended for native advertising.
4. Demonstrate knowledge of laws and regulations related to the publication of native advertising materials.
5. Integrate traditional marketing approaches with native advertising strategies.

6. Communication of Sporting Events

Learning Outcomes:

Upon successful completion of the course, students will be able to:
1. Identify and explain the influence of sports content in the media.
2. Explain the role of sport and athletes in society.
3. Determine and outline key elements for strengthening the public affirmation of sport.
4. Analyze the significance of individual and team sporting achievements.
5. Recognize and assess the impact of major sporting events on society.

7. Public Relations and Socially Responsible Behaviour

Learning Outcomes:

1. Explain key concepts of sustainable business and be able to compare them with other management functions in a holistic approach.

2. Demonstrate knowledge of the parameters for assessing the level of organizational engagement at the first, second and third level, according to the UNDP classification.

3. Distinguish essential changes in the direction of socially responsible business from marketing programs directed at helping the community.

4. Create plans for the implementation of the principles of socially responsible business as part of the overall process of formulating strategy and operational planning.

5. Encourage and manage the process of reporting on SRB through GRI indicators and lead the communication of achievements to all publics and stakeholders.

8. *Informative genres in Journalism*

Learning outcomes:

1. Understand the social and professional conditions for shaping and publishing news.

2. Define and interpret the term "news", with regard to the specifics of the media in which it is published.

3. Independently find news about an event.

4. Independently edit news about an event.

5. Independently prepare the news for publishing

5. Independently publish news about an event

9. *Managerial communication and organizational behaviour*

Learning outcomes:

1. Discuss basic socio-psychological concepts and their impact on the communication process.

2. Analyse ways of influencing the formation of attitudes and prejudices and identify discriminatory behaviour in a business organization.

3. Conduct an analysis of the interlocutor's profile and adapt communication to the realization of mutually recognized needs.

4. Recognize and discuss elements of group behaviour and communication as fundamental prerequisites for the creation of a successful team.

5. Recognize and discuss emerging anomalies in business communication in an organization and their impact on business.

10. *Ethics in Public Relations*

Learning outcomes:

1. Understand basic moral concepts and values.

2. Interpret major theories in Ethics.

3. Analyse morally ambiguous situations in the business environment.

4. Apply methods for resolving conflict situations.

5. Explain the moral justification of business decisions.

11. Errors and biases of communication management

Learning outcomes:

1. Familiarise with theoretical approaches to heuristics and behavioural economics

2. Contextualize behavioural economics in communication management

3. Understand the functioning of heuristics and how to use them in communication

4. Design situations according to the predictions of behavioural economics

5. Design experimental situations to verify the accuracy of behavioural economics predictions

12. *Regulatory framework of Public communication*

1. Familiarise with the documents that regulate public communication and media activity in the EU and the Republic of Croatia.

2. Acquire basic knowledge of media law and be able to recognize the most common media law dilemmas.

3. Understand the activities of regulatory bodies in the EU and the Republic of Croatia.

4. Understand the social and legal context of everyday public communication and media practice.

5. Understand that the public(s) and public opinion are shaped by all forms of public communication, which connects the public communication to a fundamental ethical requirement.

13. *Visual features of Public communication*

Learning outcomes:

1. Get to know the ways of using and understanding images, as well as creating meaning in different visual communications media.

2. Acquire knowledge and competence in the field of visual communication.

3. Acquire knowledge about the theoretical and methodological foundations of the visual communication and master the methodology for the analysis of scientific literature.

4. Acquire specific competencies through seminar papers and the creation of project tasks according to student preferences.

14. *Human behavioural ecology of communication*

Learning outcomes:

1. Understand and explain the basic theoretical ideas that underpin the evolutionary approach to the study of human behaviour

2. Describe the diversity of behaviours that humans exhibit and understand this diversity within the evolutionary context of human behavioural ecology

3. Analyse the use of communication in different domains of human behaviour

4. Derive evolutionary hypotheses about the origin and function of language and communication in humans

5. Compare different uses of communication with respect to different socio-demographic characteristics

15. *Public Relations and the Internet*

Learning Outcomes:

1. Describe and explain contemporary internet activities in the context of public relations.
2. Understand the concepts of systematic regulation aimed at increasing interactivity, development, and connection with stakeholders of similar interests in the context of public relations.
3. Understand and design internet (intranet and extranet) strategies, and understand and recognize internet methods, techniques, tools (instruments), and activities of an internet project in the context of public relations.
4. Understand and recognize internet methods, techniques, tools (instruments), and activities of an internet project in the context of public relations.
5. Understand and design a systematic internet project in the context of public relations.

16. *Public Perfomance*

Learning Outcomes:

1. Analyze ways of influencing attitude formation in public performance.
2. Conduct audience analysis and adapt the performance based on the results of that analysis.
3. Prepare a high-quality content structure for the performance, tailored to the occasion.

4. Manage one's nonverbal signals during public performance and recognize audience signals.
5. Manage time and space in the preparation and execution of a public performance.
6. Control stage fright and its unwanted effects.

17. *Communicating with the Media*

Learing Outcomes:

1. Understand theoretical concepts and the functioning of traditional and new media, and analyse the role and influence of media on the public, public opinion, and behaviour.
2. Develop the ability to create clear and concise messages for different media platforms.
3. Manage strategies for building and maintaining positive relations with the media industry.
4. Develop skills for critical analysis of media content, recognise biases, use framing techniques, and critically interpret corporate and political interests.
5. Use various methods and tools to collect data relevant for media planning and message creation.

18. *Information Management*

Learning Outcomes:

1. Know how to define the origins and philosophical foundations of knowledge organization systems.

2. Know how to distinguish and apply different types of knowledge organization systems in an information environment.

3. Know how to define the main characteristics of different retrieval systems.

4. Understand the differences between various types of retrieval systems.

5. Know how to develop a retrieval strategy.

19. *Media Analytics and Artificial Intelligence Tools*

Learning Outcomes:

1. Understand the theoretical context of using artificial intelligence tools for media analytics.

2. Collect, analyse and interpret data relevant to public communication using analytical tools.

3. Use artificial intelligence tools in planning communication with the media, as well as for analysing large volumes of media messages and creating data-driven media strategies aimed at effective targeting and reaching audiences.

4. Critically evaluate the ethical implications of using media analytics and artificial intelligence tools in public communication.

5. Anticipate future trends in technological development and know how to adapt them to one's own strategies.

20. *Information Influence Operations*

<u>Learning Outcomes:</u>

1. Develop systems and processes of critical thinking as a fundamental prerequisite for effectively addressing information influence operations and hybrid threats.
2. Recognize and describe the fundamental concepts necessary for understanding the course objectives.
3. Identify and analyse threats posed by inaccurate information and their possible consequences in different forms of manifestation.
4. Become familiar with activities encompassed by crisis and strategic communication and know how to apply them in specific situations.
5. Independently and collaboratively work with other students on proposed models for recognizing malicious information influence operations and propose ways to improve them across different communication patterns at the national and international levels.
6. Recognize and communicate malicious information influence operations and threats in the media, mobile communication applications, and on social networks.