



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION										
1.1 Course name	Public Relations and Lobbying in Tourism and Sport									
1.2 Study program/s	Professional specialist graduate study programme									
1.3 Course status (O,E)	elective	1.6 Mode of instruction (number of hours)		Lectures	15					
1.4 Course code				Exercises	30					
1.5 Course abbreviation	OJL			Seminars						
1.6 Semester	2.			E-learning						
1.7 ECTS	4	1.7 Place and time of instruction		Polytechnic of Međimurje in Čakovec, according to the schedule published in the website						
2. TEACHING STAFF										
2.1 Course leader/s-title	M.Sc. Željko Blagus, lecturer	contact		zblagus@mev.hr						
		contact								
2.2 Assistant/s- title		contact								
		contact								
2.3 Instruction held by- title		contact								
		contact								
3. COURSE DESCRIPTION										
3.1 Course goals	The aim of this course is gaining an understanding of the importance and sphere of influence of public relations and lobbying for creating good relations with the relevant categories and publics, in other words the course aims at understanding the benefits of public relations and lobbying as instruments of strategic communication and their role in setting up a positive image in tourism and sport.									
3.2 Prerequisites	No special prerequisites are required.									
3.3 Course outcomes	After completing the course, students will be able to a certain extent: O1 – to asses the position and activities of public relations and lobbying in tourism and sport O2 – to asses the categories of targeted audiences O3 – to asses the level of importance of public relations and lobbying in creating an identity and image in tourism and sport O4 – to carry out the procedure of preparing information and expert opinion C5 – to explain the measures of creating the sympathy of the decision makers									
3.4 Course content	The course deals with the complexity of creating public relations and the role of certain communication skills in that process.									
3.5 Types of coursework	x	Lectures	x	Exercises		Blended e-learning	x	Individual activities		Laboratory
		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship
		Other								

3.6 Language of instruction																																																																					
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	1,5	Class attendance		Seminars		Essay																																																															
		Class activity	1,5	Project		Report/paper																																																															
		Midterm exams		Practical task		Continuous knowledge check																																																															
	1	Written exam		Experimental work																																																																	
		Oral exam		Research																																																																	
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1" data-bbox="587 595 1310 931"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Attendance</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Class activity</td> <td>15%</td> <td>15</td> </tr> <tr> <td>Seminar/ project/ essay</td> <td>20%</td> <td>20</td> </tr> <tr> <td>Midterm exam 1</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>30%</td> <td>30</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td>Total:</td> <td>100%</td> <td>100</td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Attendance	5%	5	Class activity	15%	15	Seminar/ project/ essay	20%	20	Midterm exam 1	30%	30	Midterm exam 2	30%	30	<i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i>			Written exam	60%	60	Total:	100%	100																																	
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3.10 Specific features related with taking the course	<p data-bbox="507 1650 1442 1816">Students pass the exam through a colloquium (2 colloquia) or at one of the examination dates. All points achieved at a colloquium for each outcome are guaranteed unless the student decides to improve the result for a particular learning outcome. In this case the points achieved up to this point are being deleted and the new points for each outcome are being entered.</p> <p data-bbox="507 1823 1442 1883">Students who did not pass the exam through colloquia access the written part of the exam at which all learning outcomes are being examined.</p>																																																																				
3.11 Students obligations	<p data-bbox="507 1897 1442 2029">Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam.</p>																																																																				

	<p>If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>			
3.12 Written assignments				
3.13 Required reading	1.	Tomić, Z. (2016). Odnosi s javnošću – teorija i praksa, Zagreb, Synopsis		
	2.	Vidačak, I. (2007). Lobiranje – Interesne skupine i kanali utjecaja u Europskoj uniji, Zagreb, Planetopija		
3.14 Additional reading	1.	Verčić, A. T. (2016). Odnosi s javnošću, Zagreb, Hrvatska udruga za odnose s javnošću		
	2.	Cottle, S. (2009). Informacije, odnosi s javnošću i moć, Zagreb, Naklada Medijska istraživanja		
	3.	Kesić, T. (2003). Integrirana marketinška komunikacija, Zagreb, Opinio,		
4 ADDITIONAL COURSE INFORMATION				
4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.			
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.			
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.			
4.4 Course contribution to the study program	<p>Plan and apply promotional activities in tourism and sport.</p> <p>Use information and communication technology in business practice for the analysis, interpretation and presentation of data.</p> <p>Critically evaluate arguments, assumptions and data in order to form an opinion and to contribute to solving a problem.</p>			
5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)				
LECTURES				
Hours	Topic and description	Method • Direct teaching (lecture,	Learning outcomes	Course outcome

		<p>instruction, pp presentation)</p> <ul style="list-style-type: none"> • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Introduction to the course – definition, goals and scope of public relations and lobbying in tourism and sport	Lecture, PowerPoint presentation	To conclude that public relations and lobbying are important forms of communication in tourism and sport	O1
2.	Types of public relations	Lecture, PowerPoint presentation, discussion	To create the most appropriate approach for establishing and maintaining public relations	O2
3.	Communication through public relations and lobbying	Lecture, group learning, PowerPoint presentation, discussion	To work out the right way of communicating in public relations and lobbying	O1, O2
4.	Relations to the media as an important aspect of public relations	Lecture, PowerPoint presentation, discussion	Critically and constructively judge the role of the media	O1, O2
5.	Preparation of information and creation of a message	Group learning, PowerPoint presentation, discussion	To assess the impact of information and messages in public relations	O1, O2
6.	Identity as an important factor of success of public relations and lobbying in tourism and sport	Lecture, PowerPoint presentation, discussion	To suggest ways of promoting identity	O3
7.	Role of public relations and lobbying in creating an image in tourism and sport	Lecture, PowerPoint presentation, discussion	To work out ways of creating a good image	O3
8.	Colloquium		To validate the outcomes O1, O2, O3	
9.	Public relations management	Lecture, PowerPoint presentation, discussion	To choose options that provide control over the process of communication with the public	O4
10.	The public, different publics and public opinion	Lecture, PowerPoint presentation, discussion	To propose segmentation of the public for an easier monitoring and evaluation of the public opinion	O4, O5
11.	Lobbying as a specific and targeted	Lecture, PowerPoint	To assess the	O4, O5

	communication activity	presentation, discussion	impact and priorities during lobbying	
12.	Conducting a lobbying campaign	Guided learning by discovery, PowerPoint presentation, discussion	To create and present a lobbying campaign	O4, O5
13.	Solving conflict situations in public relations and lobbying	Lecture, PowerPoint presentation, discussion	To create ways of solving conflicts	O5
14.	Public relations and lobbying in the function of promoting tourist and sport events	Lecture, PowerPoint presentation, discussion	To propose ways of public relations and lobbying that will influence the opinion and decisions of the visitors of tourist or sport events	O5
15.	Colloquium		To validate the outcomes O4, O5	
EXERCISES/ SEMINARS				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1.	Job and desirable traits of public relations experts	Case study, PowerPoint presentation, discussion	To assess the desirable traits of public relations experts	O1
2.	Role of teamwork in public relations and lobbying	Case study, PowerPoint presentation, discussion	To choose a team of people that can provide a service when needed	O1
3.	Key preconditions for a successful communication	Case study, PowerPoint presentation, discussion	To find relevant information for a successful communication	O1, O2
4.	Key differences between journalism and the public relations profession	Group learning, PowerPoint presentation, case study	To find ways in which public attention can be won	O1, O2
5.	Creating a message – what and how to say	Group learning, PowerPoint presentation, case study	To review the necessary adjustments of the message to various media	O1, O2
6.	Identity management: starting point for creating an impression	Case study, PowerPoint presentation, discussion	To recommend an approach for creating a positive impression	O3

7.	Personality and style as important factors of image	Group learning, PowerPoint presentation, case study	To recommend an approach to communication that will create a good image	O3
8.	Preparation for a public appearance	Group learning, PowerPoint presentation, case study	To create and hold a presentation that can convince the public of the promoted idea	O1, O2, O3
9.	Realisation of a communication potential	Group learning, PowerPoint presentation, case study	To find out how to manage concrete situations and to adapt to what others expect	O4
10.	The art of conversation as a basic tool for human communication	Group learning, PowerPoint presentation, case study	To find out how to speak clearly, concretely and concisely	O4, O5
11.	Participants in the process of lobbying	Group learning, PowerPoint presentation, case study	To take the necessary position in lobbying	O4, O5
12.	Creating a lobbying strategy	Group learning, PowerPoint presentation, case study	To choose the necessary position in lobbying	O4, O5
13.	Managing difficulties in public relations and lobbying	Case study, PowerPoint presentation, discussion	To review the necessary adjustments to various problematic situations	O5
14.	The importance of public relations and lobbying in the coordination of different parties involved in a tourism or sport event	Case study, PowerPoint presentation, discussion	To evaluate the importance of a targeted, directed and programmed communication activity towards the public	O5
15.	The success of public relations and the media is, as well as of lobbying, connected to setting the priorities	Case study, PowerPoint presentation, discussion	To propose ways how to identify desires and how to establish relations	O4, O5