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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **COMMUNICATION STUDIES & JOURNALISM** |
| Study Module (if applicable) | **COMMUNICOLOGY** |
| Course title | **PROPAGANDA AND PUBLIC** |
| Level of study | ☒Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | ☒ Obligatory ☐ Elective |
| Semester  |  ☒ Autumn ☐Spring |
| Year of study  | II |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | **IVANA STOJANOVIĆ PRELEVIĆ** |
| Teaching mode |  ☒Lectures ☐Group tutorials ☐ Individual tutorials ☐Laboratory work ☐ Project work ☐ Seminar ☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of subject:* To understand theoretical concepts of propaganda and its practical side. Correlation with public; Consideration of ethical and legislative domains of marketing communications and public relations; studying specific press and electronic media relations, institutions of government, consumers and competition relations.*Outcome:* To have knowledge about contemporary public relations trends; understanding phenomena of marketing communications; qualifying students to implement public relations concepts; understanding ethical and legislative domain of marketing communications and public relations. |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Theoretical teaching:*1. Introduction; Commercial and Non-commercial marketing; Convincing, Manipulations, Propaganda and Rhetoric; Ethical Domain of Marketing Communications; Legislative Domain of Marketing Communications; Marketing‘s function of business identity and image; Communicative control- presentations of identity; Visual transferring of institutional message; Public Relations; Press Relations, Electronical Media Relations; Government Relations; Consumers Relations; Public Relations and Internet; Integrated Marketing Communications.

*Practical teaching:**Exercises, Other forms of teaching, Research* |
| **LANGUAGE OF INSTRUCTION** |
| ☒Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** |  | **Oral examination** | **60** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |