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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Occupational Safety in Niš | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | Communal System Managemant | | |
| Study Module (if applicable) | | | | / | | |
| Course title | | | | Information and Public Relations | | |
| Level of study | | | | ☐Bachelor ☒ Master’s ☐ Doctoral | | |
| Type of course | | | | ☐ Obligatory ☒ Elective | | |
| Semester | | | | ☒ Autumn ☐Spring | | |
| Year of study | | | | first | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Vesna Miltojević | | |
| Teaching mode | | | | ☒Lectures ☒Group tutorials ☐ Individual tutorials  ☐Laboratory work ☐ Project work ☒ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Acquiring basic knowledge about methods and ways of informing and sharing information with different target groups in order to gain communication skills necessary for the engineering profession. Students will acquire theoretical and practical knowledge enabling them to better understand communication practice in Emergency management and communal system management and to gain communication skills.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| Information – term and structure. Message – term, structure, and types of messages. Informing – term and function. Communication – term and forms of communication practice. Models ad functions of information ‐ communication systems. Mass, audience, the public. Public relations – term and parameters. PR strategy. Communication with the public, experts, and authorities. PR methods. Emergency PR. | | | | | | |
| **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/** **term papers** | **20** | | **Oral examination** | | | **40** |
| **Teaching colloquia** | **2\*15** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |