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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty** | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Communication and PR** |
| Study Module (if applicable) | Lobbying, branding and techniques of PR campaign |
| Course title |  |
| Level of study | XBachelor ☐ Master’s ☐ Doctoral |
| Type of course | X Obligatory Elective |
| Semester  | ☒ Autumn ☐Spring |
| Year of study  | Fourth |
| Number of ECTS allocated | 8 |
| Name of lecturer/lecturers | Zoran Jevtović |
| Teaching mode | X Lectures ☐Group tutorials ☐ Individual tutorials☐Laboratory work ☐ Project work ☐ Seminar☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The course teaches an introduction to the structure, techniques and media specificity of lobbying and branding as part of modern communication skills essential for creating a positive image to potential clients. At the end of the course, students should be able to use modern technologies to define, create and implement a specific communication strategy and technique. Lobbying, branding, leader of the campaign, and similar forms of directing public attention are the evident needs of the new society. Completing this course, the students will know how to articulate, identify and define these ambiguous and skilfully hidden processes.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Theoretical study****1. Scope and lobbying skills. Techniques of influence and the study of personality.****2. Decision and behavior. The logic and meaning of media statements.****3. Investment and lobbying objective. The selection of appropriate strategies.****4. Information, interventions, developing arguments and choice of lobbying instruments.****5. Direct lobbying and media functions and tasks.****6. Advertising as a means and pressure on public opinion.****7. Internet communication and creation of the image****8. Corporate social responsibility and public interest****9. Transformation of the media and the importance of creating images of clients.****10. Research and evaluation - Public Relations and lobbies****11. Habermas's theory of filter media industry - manufacturing consent****12 PR and publicity; PR and propaganda; PR and brand.****13. The analysis of several specific examples and case studies simulation****14. 15. Factor-analytic theory: Public defense of term papers,****Practical teaching****It goes without exercise classes, where students work through the facilities of lectures for a fuller understanding of the basic concepts of lobbying, branding and public relations. Students are expected to actively participate in class, presentation of individual themes and autonomy in formulating responses during the partial examination.** |
| **LANGUAGE OF INSTRUCTION** |
| XSerbian (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** | **40** |
| **Teaching colloquia** | **50** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |