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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** | | | | | | |