

# MANAGEMENT ODNOSOV Z JAVNOSTMI

## UČNI NAČRT PREDMETA/COURSE SYLLABUS

<b>Predmet:</b>	Management odnosov z javnostmi
<b>Course title:</b>	Organisation-Public Relationship Management
<b>Članica nosilka/UL Member:</b>	UL FU

Študijski programi in stopnja	Študijska smer	Letnik	Semestri	Izbirnost
Management v upravi, druga stopnja, magistrski (od študijskega leta 2024/2025 dalje)	Ni členitve (študijski program)	2. letnik	1. semester	izbirni

<b>Univerzitetna koda predmeta/University course code:</b>	0643385
<b>Koda učne enote na članici/UL Member course code:</b>	2226

Predavanja /Lectures	Seminar /Seminar	Vaje /Tutorials	Klinične vaje /Clinical tutorials	Druge oblike študija /Other forms of study	Samostojno delo /Individual student work	ECTS
25	9			56	90	6

**Nosilec predmeta/Lecturer:** Sabina Bogilović, Tatjana Kozjek

**Vrsta predmeta/Course type:** izbirni/elective

**Jeziki/Languages:**

Predavanja/Lectures:	Angleščina, Slovenščina
Vaje/Tutorial:	

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Splošni pogoji za vpis v program.	General conditions for enrolment in the program.
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Vsebina:	Content (Syllabus outline):
<ol style="list-style-type: none"><li>Opredelitev področja odnosov z javnostmi.</li><li>Notranje in zunanje javnosti.</li><li>Koncept odnosov z javnostmi v javnem sektorju.</li><li>Strateški odnosi z javnostmi.</li><li>Strateško komuniciranje z notranjimi in zunanjimi javnostmi.</li><li>Metode vključevanja aktivnih javnosti.</li><li>Odnosi z javnostmi pri gradnji pripadnosti.</li><li>Odnosi z javnostmi pri gradnji pozitivnega sodelovalnega okolja.</li><li>Odnosi z javnostmi pri zagotavljanju družbeno odgovornega in trajnostnega delovanja organizacije.</li><li>Odnosi z javnostmi v kriznih situacijah</li><li>Odnosi z javnostmi v mednarodnem in večkulturnem okolju.</li></ol>	<ol style="list-style-type: none"><li>Definition of the field of Organisation-Public Relationship (OPR) Management</li><li>Internal and external public</li><li>The concept of Organisation-Public Relationship Management in the Public Sector</li><li>Strategic Organisation-Public Relationship Management</li><li>Strategic Communication with internal and external groups</li><li>Methods of integrating of active Public</li><li>Organisation-relationship public management in building loyalty</li><li>Organisation-Public Relationship Management in building a positive and cooperative environment</li></ol>

12. Etični vidiki odnosov z javnostmi.	9. Organisation-Public Relationship Management in ensuring the socially responsible and sustainable development of the organization 10. Organisation-Public Relationship Management in crises 11. Organisation-Public Relationship Management in an international and multicultural environment 12. Ethical aspects of Organisation-Public Relationship Management
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### Temeljna literatura in viri/Readings:

- Eyun-Jung K., Jeong-Nam, Kim in Ledingham, A. (2015). Public Relations as Relationship Management. A Relational Approach to the Study and Practice of Public Relations. 2 izdaja. Pub. Location New York Imprint Routledge.
- Sweeney, J. (2019). Public Sector Marketing Pro. The Definitive Guide to Digital Marketing and social media for Government and Public Sector. JS Press, USA.
- Wilcox, D. L., Cameron, G. T., Reber, B. H. in Shin, J-H (2021). Think Public Relations. 2nd edition, Person, USA.

### Cilji in kompetence:

#### Cilji:

- študent analizira strateški vidik komuniciranja z notranjimi in zunanji javnostmi v organizaciji,
- študent analizira strateške odnose z notranjimi in zunanji javnostmi v organizaciji,
- študent primerja aktivnost javnosti,
- študent utemelji pomen odnosov z javnostmi pri zagotavljanju pripadnosti, sodelovalnega delovnega okolja, družbeno odgovornega in trajnostnega delovanja organizacij, pri delovanju v mednarodnem okolju in v kriznih situacijah,
- študent presodi etične vidike odnosov z javnostmi.

#### Predmetno specifične kompetence

##### Sposobnost:

- kritične ocene strateških odnosov z notranjimi javnostmi,
- kritične ocene strateških odnosov z zunanji javnostmi,
- ovrednotenja ustreznosti komuniciranja z notranjimi javnostmi,
- ovrednotenja ustreznosti komuniciranja z notranjimi javnostmi,
- kritične ocene odnosov z javnostmi pri zagotavljanju pripadnosti, sodelovalnega delovnega okolja, družbeno odgovornega in trajnostnega delovanja organizacij, pri delovanju v mednarodnem okolju in v kriznih situacijah.

### Objectives and competences:

#### Objectives:

- The student analyses the strategic aspect of communication with internal and external publics in the organization
- The student analyses strategic relations with internal and external publics in the organization
- The student compares the activity of the public
- The student justifies the importance of relations with the public in ensuring belonging, a cooperative working environment, and socially responsible and sustainable operation of organizations when operating in an international environment and crises
- The student judges the ethical aspects of relations with the public

#### Subject-specific competences

##### Ability to:

- Critically assess appropriate strategic organisation-public relationship management with the internal public
- Critically assess appropriate strategic organisation-public relationship management with the external public
- Evaluate the adequacy of communication with the internal public.
- Evaluate the adequacy of communication with the external public.
- Critically assess the importance of relations with the public in ensuring belonging, a cooperative working environment, and socially responsible and sustainable operation of organizations when operating in an international environment and crises.

### Predvideni študijski rezultati:

### Intended learning outcomes:

<p>Študent:</p> <ul style="list-style-type: none"> <li>• primerja aktivnost javnosti,</li> <li>• kritično oceni sistem odnosov z notranjimi in zunanji javnostmi,</li> <li>• uporablja nove koncepte in veščine za strateško ravnanje na področju komuniciranja z notranjimi in zunanji javnostmi,</li> <li>• uporablja nove koncepte in veščine za strateško ravnanje na področju izgradnje odnosov z notranjimi javnostmi</li> <li>• uporablja nove koncepte in veščine za strateško ravnanje na področju izgradnje odnosov z zunanji javnostmi.</li> </ul>	<p>Student:</p> <ul style="list-style-type: none"> <li>• Compares the activity of the public.</li> <li>• Critically evaluates the system of relations with internal and external public</li> <li>• Uses new concepts and skills for strategic behaviour in the field of communication with the internal and external public</li> <li>• Uses new concepts and skills for strategic behaviour in the field of building relations with internal the l public</li> <li>• Uses new concepts and skills for strategic behaviour in the field of building relations with the external public</li> </ul>
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<p><b>Metode poučevanja in učenja:</b></p> <ul style="list-style-type: none"> <li>• predavanja,</li> <li>• seminarji,</li> <li>• projektno delo,</li> <li>• učenje,</li> <li>• individualne konzultacije.</li> </ul>	<p><b>Learning and teaching methods:</b></p> <ul style="list-style-type: none"> <li>• Lectures</li> <li>• Seminars</li> <li>• Project work</li> <li>• E-learning</li> <li>• Individual tutorial</li> </ul>
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<p><b>Načini ocenjevanja:</b></p> <ul style="list-style-type: none"> <li>• seminarsko delo in zagovor dela</li> <li>• pisni ali ustni izpit</li> </ul>	<p><b>Delež/Weight</b></p> <p>40,00 %</p> <p>60,00 %</p>	<p><b>Assessment:</b></p> <ul style="list-style-type: none"> <li>• Seminar paper and its presentation</li> <li>• Written or oral exam</li> </ul>
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<p><b>Reference nosilca/Lecturer's references:</b></p> <ul style="list-style-type: none"> <li>• KNOLL, M., GÖTZ, M., ADRIASOLA, E., BOGILOVIĆ, S., ČERNE, M., et al. (2021). International differences in employee silence motives: scale validation, prevalence, and relationships with culture characteristics across 33 countries. <i>Journal of organizational behavior</i>, 42(5), 619-648.</li> <li>• KOZJEK, T., BREZOVAR, N. (2022). Citizens mistreatment among public servants in social public services. <i>Danube: law and economics review</i>, 13(2), 82–106.</li> <li>• KOZJEK, T., RAJKOVIČ, V., FERJAN, M. (2012). Decision model for the media selection. <i>Uprava</i>, 10(1), 145-170.</li> <li>• KOZJEK, T., RAJKOVIČ, V., FERJAN, M. (2007). Odločitveni model za izbiro medija pri izvajanju odnosov z javnostmi. <i>Organizacija: revija za management, informatiko in kadre</i>, 40(1), 65-74.</li> <li>• SITAR, A. S., BOGILOVIĆ, S., PAHOR, M. (2019). The relationship between informal knowledge-sharing networks and individual learning in organizations does the structuring of activities matter? <i>Društvena istraživanja: časopis za opća društvena pitanja</i>, 28(1), 109-128</li> </ul>
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