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|  | Course Syllabus |
| | PR - technologies in international relations |
| | Degree of higher education – Master Branch of knowledge 07 Management and Administration Specialty 073 Management Educational and scientific program – International Management |
| | Year of study: I, Semester: III |
| Number of credits: 5. Teaching language: English | |

Course Supervisor



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Course Description

The purpose of the course is to acquaint students with higher education with the technologies and areas of practical application of PR in international relations.

The task of the course is to aimed at deepening general competence in mastering the skills of using information and communication technologies in international relations.

In the process of studying the course, students will develop:

Knowledge of the basics of methodological techniques and features of PR - technologies in international relations.

The ability to master the main modern PR technologies of influence in public communication, to use modern PR technologies in international relations.

Course Structure

| Theme/Topic | Learning Outcomes | Task |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1. Origins and theory of PR in international relations | Students will familiarize themselves with the new paradigm of PR in the information society, form a critical attitude to models of PR activity. | Case, test |
| 2. Area of PR functioning and their impact on international relations | Students will learn to formulate tasks and directions of PR activities of the state and international relations. | Tests |
| 3. Content of PR programs and their implementation in the field of international relations | Students will master the technique of determining public opinion, determining priority groups of the public as having exceptional weight in the implementation of the PR program. | Case |

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|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 4. Planning, implementation and evaluation of PR projects | Students will acquire the skills of creating a message taking into account the time, place, audience and situation, choosing the means of implementing PR programs and evaluating their effectiveness. | Case |
| 5. Legal and organizational regulation of international PR activities | Students will learn critical thinking skills regarding the activities of foreign policy PR to achieve mutual understanding. They will familiarize themselves with the structure of PR agencies and the types of services they provide. | Tests |
| 6. Ethical regulation of PR | Students will familiarize themselves with the activities of YPRA to regulate PR ethics, as well as the Ukrainian PR League and the Ukrainian PR Association regarding the formation of ethical principles of PR activities in international relations. | Tests, case |
| 7. PR – technologies for forming the country's international image | Students will acquire skills in working with PR - structures in state authorities; evaluation of their work on the formation of the country's image. | Case |
| 8. PR in the activities of international organizations | Students will acquire skills of critical evaluation of PR activities of international organizations, including the European mass media sphere. | Case |

Recommended literature

1. Baack D., Czarnecka B., Baack D. International Marketing, 2nd ed. Sage Publications Ltd, 2018. 632 p.
2. Christopher L Myers International Marketing: Winning in the New Global Economy Cognella Academic Publishing, 2021. 162 p.
3. Daniel W. Baack, Barbara Czarnecka, Donald Baack. International Marketing. Second Edition. SAGE Publications Ltd. 2018. 672 p.
4. Michael R. Czinkota, Ilkka A. Ronkainen, Annie Cui. International Marketing 11th Edition. Cengage Learning, 2022. 720 p.
5. Philip R. Cateora, John Graham, Mary C. Gilly. International Student Edition of International Marketing 18th edition. McGraw-Hill Interamericana de España S.L., 2021. 1440 p.
6. Wendy MacKenzie Pease. The Language of Global Marketing: Translate Your Domestic Strategies into International Sales and Profits - Rapport International LLC, 2021. 200 p.

Assessment Policy

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Assessment

The final grade for the course is calculated as follows:

| Credit module 1 | Credit module 2 | Credit module 3 |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 30% | 40% | 30% |
| 1. Oral survey (testing) in classes (1-4 topics) - max. 30 points 2. Written work - max. 70 points | 1. Oral survey (testing) in classes (topics 5-8) - max. 30 points 2. Written work - max. 70 points | 1. Preparation of CPIT - max. 30 points. 2. Protection of CPIT - max. 30 points. 3. Participation in trainings - max. 40 points |

Student evaluation scale:

| According to university scale | According to the National Scale | According to ECTS scale |
|-------------------------------|---------------------------------|--------------------------------------------------------------------------|
| 90-100 | Excellent | A (<i>excellent</i>) |
| 85-89 | Good | B (<i>very good</i>) |
| 75-84 | | C (<i>good</i>) |
| 65-74 | Satisfactory | D (<i>satisfactory</i>) |
| 60-64 | | E (<i>enough</i>) |
| 35-59 | Unsatisfactory | FX (<i>unsatisfactory with possibility of repassing</i>) |
| 1-34 | | F (<i>unsatisfactory with a mandatory repeat of the course</i>) |