

University of Ss. Cyril and Methodius in Trnava

Faculty of Mass Media Communication

Catalogue of courses

Program – **Public Relations**

Erasmus coordinator / Responsible + Contact person for signing the Learning Agreement:

Mgr. Lenka Labudová, PhD., lenka.labudova@ucm.sk

Code of the course	Title of course	Semester	Year of study	Number of credits	Description
KJK/26baPR02/26	English for Communication Practice I.	W	1	4	After completing the course, the student will acquire the following knowledge, skills and competencies: KNOWLEDGE - regarding general terminology in English. SKILLS - the student is able to prepare a quality practical presentation in English language. COMPETENCES - the student will expand his communication language competences, expand his vocabulary, they will improve their argumentation skills, they will learn to work in a team and cooperate, they will develop presentation skills, develops logical and critical thinking. After completing the course, the student is familiar with the basic topics used in marketing and mass media communication · will improve vocabulary within selected topics, can actively seek connections and connections between theoretical knowledge and their practical application, identify, analyze and critically evaluate in practice · on the basis of theoretical knowledge and work on the presentation, the student is able to successfully present the internship (eg on the job interview). Develops analytical skills, ability to argue.
KJK/26baPR06/26	English conversation	W	1	2	
KMASK/26baPR15/26	Creative writing	W	1	2	
KMARK/26baPR01/26	Marketing	W	1	4	After completing the course, the student will achieve the following learning outcomes: Knowledge The student: understands the theoretical foundations of marketing, understands the importance of marketing for businesses and organisations, understands the tools of the marketing and communication mix. Skills The student: is able to perform SWOT and PESTLE analyses, is able to identify target groups and competitors, demonstrates presentation and creative skills applicable to the preparation of marketing presentations. Competences The student: develops communication competences through

					practical tasks, improves teamwork and cooperation skills in group-based activities, demonstrates responsibility and autonomy in solving marketing-related tasks.
KMASK/26baPR02/26	Theory of media communication	W	1	3	Students will learn how: · to explain the basic theoretical approaches, · to connect the basic knowledge with the media theory, · to know some of the important theories in our field, · to think about applying the information to the real world, · to get to know the function of media, · to think and react to the historical development of media, · to react and use for the various types of media.
KMASK/26baPR03/26	Psychology of media	W	1	3	After completing the course, the student will acquire the following knowledge, skills and competencies: - The student acquires a deepening knowledge in media psychology, which is necessary for his professional work in the field of mass media, PR and marketing, as well as for the overall development of his personality as a media worker. The student knows the psychology of communicator, audience and psychological influences of media, is able to recognize and analyze key aspects of media effects on the behaviour of children, adolescents, and adults. The student is able to analyze traditional topics of media psychology, such as news, violence, advertising, erotica, gender studies, as well as new specific media genres such as reality shows, lifestyle television programs, series, morning broadcast, and new (social) media. They are also able to distinguish between socially acceptable and unacceptable influence of media in society.
KJK/26baPR04/26	Text creation I.	W	1	3	After completing the course, students will acquire the following knowledge, skills, abilities, and competences: • they can identify and analyze journalistic genres in print media in terms of genre dominants, compositional rules, syntax, and lexicon, • they can define and analyze the specifics of published journalistic genres in print media with regard to their typological characteristics, • they can analyze journalistic texts from the perspective of broader social contexts, as well as from the aspect of reader needs and the level of media literacy of target reader groups, • they are competent to assess the degree of adherence to objectivity and the degree of subjectivity in the analyzed journalistic genres according to journalistic and ethical criteria, • they are competent to assess the selection and level of application of individual text composition methodologies typical for writing various types of news and journalistic genres in the periodical press.

KMARK/25ba02/25	Marketing communication	W	1	4	After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: • is able to orientate in basic terminology in the field of marketing communication, • understand the basic goals and functions of marketing communication, • is able to define and characterize the various tools of marketing communication that are used in practice, • is able to design simple communication solutions for smaller brands, • can practically use some of the tools of marketing communication and implement them into communication strategies, • develops communication and presentation skills, • the student learns to work in a team, as students will work on individual assignments in groups
KMARK/26baPR07/26	Employer branding and internal communication	W	2	4	After completing the course, the student will acquire the following knowledge, abilities, skills, and competencies: Is able to navigate basic terminology in the fields of employer branding and internal communication. Is able to define and characterize employer branding and internal communication within the PR system. Understands the differences between employer branding and internal communication. Is capable of designing an internal communication strategy for various types of organizations. Is capable of designing an employer branding strategy for various types of organizations. Learns to work in a team, as students will work on individual assignments in groups.
KMARK/26baPR08/26	Media Relations	W	2	5	Students will get acquainted with the classification of media and individual media types in terms of their specifics in building media relations. They will also get acquainted with media ownership, media groups and the personnel structure of individual media. They get to know the current state of the media market, get acquainted with the reading, listening and viewing of the most important media, as well as the use of social media. They will also get acquainted with the position of media relations in marketing and marketing communication. They will learn to distinguish between public relations and media relations tools, they will be able to name and specify individual media relations tools, as well as describe their use in practice.

KJK/26baPR07/26	Creative English I.	W	2	2	
KMARK/26baPR09/26	Media marketing	W	2	5	Students will get acquainted with the importance, position and use of marketing in the media. They will get acquainted with the classification of the media market and media. They get to know the media subjects on the media and the basic relations between these subjects. Students will be able to define the various tools of the marketing mix in media marketing and their specifics, as well as practical use. They will get acquainted with their use in media communication in the consumer and advertising market, as well as with other aspects of media marketing, such as corporate social responsibility in the media and the brand in media marketing. After completing the course, students will be able to apply these tools into the media environment.
KMARK/26baPR10/25	Online PR	W	2	5	After completing the course, the student will acquire the following: Knowledge The student: • understands the principles and specifics of Online Public Relations, • knows the characteristics and communication specifics of individual social media platforms, • understands strategic approaches to organisational communication on social networks. Skills The student: • is able to actively solve communication problems related to social media environments, • is able to design a communication strategy for a company or organisation on social networks, • is able to implement online PR activities across relevant social media platforms. Competences The student: • demonstrates practical habits and professional skills in the field of Online PR, • is capable of independently and responsibly managing social media communication for organisations, • is capable of applying strategic thinking and problem-solving in digital communication practice.
KMARK/26baPR11/26	Sponsorship and Event Marketing	W	2	5	After completing the course, the student will achieve the following learning outcomes: Knowledge The student: • understands basic terminology related to sponsorship and event marketing, • understands the role of sponsorship and event marketing within the system of communication tools, • understands the basic objectives and significance of sponsorship from the perspective of both the sponsor and the sponsored entity, • knows basic procedures and potential risks associated with organising different types of events. Skills The student: • is able to define and characterise sponsorship and event marketing as communication tools, • is able to propose simple sponsorship and event marketing solutions for smaller brands, • is able to prepare a basic partnership or sponsorship offer. Competences The student: • is capable of applying acquired knowledge

					and skills in practical assignments, • is capable of effective teamwork in group-based sponsorship and event marketing projects, • demonstrates responsibility, autonomy, and collaborative skills in event-related communication practice.
KMASK/26baPR13/26	Media research	W	3	4	After completing the course, students will acquire the following knowledge, abilities, skills, and competencies: Know and understand individual scientific methods used in research in media and communication studies. Are familiar with research techniques commonly used in media research. Are able to define the differences between quantitative and qualitative research and the associated research techniques, data collection, data analysis, and interpretation of the obtained results. Are familiar with the methods used to determine viewership, readership, listenership, and website traffic within the media environment of the Slovak Republic. Develop analytical abilities, communication and presentation skills, as well as the ability to argue effectively.
KMASK/26baPR14/26	Media Content Analysis and Critical Thinking	W	3	4	After completing the course, the student will acquire the following knowledge, skills, and competencies: Is familiar with and masters basic knowledge in the field of media communication theory, with an emphasis on the critical analysis of media content, which serves as a foundation for practice or research. Is able to analyze and synthesize problems, assess individual aspects of the media environment, and evaluate its potential impact on individuals and society. The critical analysis of media content and its connection with existing social relations, norms, and values constitutes a fundamental starting point and provides students with the opportunity to acquire skills and abilities that enable a more objective and, above all, more critical perspective on the media and the content they mediate. Possesses cross-disciplinary knowledge in the fields of media discourse theory, the information and knowledge society, and risk processes in the creation and processing of media content. Is able to diagnose various types of media with regard to the presence of manipulative and persuasive content and elements. Masters the specifics and differences in the perception of print and digital texts and is able to apply appropriate reading strategies for their comprehension. Is able to interpret and creatively present media content and information. Is capable of producing professional informational and analytical outputs in the field of media and communication studies.

KMARK/26baPR31/26	AI in PR	W	3	2	
KJK/26baPR03/26	English for Communication Practice II	S	1	4	After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: ● KNOWLEDGE: the student will acquire knowledge related to general terminology in English. • SKILLS: the student develops presentation skills and is able to prepare a quality presentation in English. COMPETENCES: the student expands communication language competencies, expands vocabulary, improves argumentation skills, learns to work in a team and cooperates, develops presentation skills, develops logical and critical thinking. After completing the course: ● is familiar with the basic topics used in mass media communication in English, ● improve English vocabulary in selected topics, ● is able to actively look for connections and connections between theoretical language knowledge and their practical application, ● is able to identify, analyze and critically evaluate the acquired language skills in practice, ● on the basis of the acquired language knowledge and preparation of the presentation, the student is able to successfully present himself in practice (eg at a job interview in English), ● develops analytical skills and the ability to argue in a foreign language.
KMARK/26baPR17/26	Business communication	S	1	2	
KMARK/26baPR06/26	Public Relations	S	1	4	After completing the course, the student will acquire the following knowledge, skills and competencies: - understands the position and specifics of PR in the communication mix and can explain the difference of this tool from other tools of marketing communication, - can define PR, understands its starting points, goals, functions, understands the concept of the public, can name and describe the various target groups with which PR works, - can describe and give examples of individual PR techniques, - is able to perform a simple analysis of PR techniques, - expands communication and presentation skills - speaking in front of the audience

					(part of the course is presentation), strengthens the ability to cooperate in the team, - strengthens the ability to communicate in a foreign language.
KJK/26baPR05/26	Text creation II.	S	1	3	After completing the course, students acquire the following knowledge, skills, abilities, and competences: ● they can identify individual journalistic genres in print media, they can correctly name them, and classify them into the appropriate genre group. They are able to professionally evaluate them on the basis of an analysis of genre dominants, macro-composition, micro-composition, syntax, lexis of published texts in the periodical press, ● they are able to independently identify and name genre dominants, methods of constructing communications in radio, television and multimedia journalistic genres, ● they are able to classify individual journalistic genre types within the framework of auditory expressions in the radio medium, audiovisual units in the television medium or multimedia expressions in web media into the relevant genre groups, ● they are able to independently analyze individual journalistic genres in the media in terms of the level of implementation and compliance with the required procedures related to compositional, lexical, speech, visual and ethical criteria, ● they are able to competently and independently create individual journalistic genres used in the contemporary periodical press so that they meet the required qualitative criteria in terms of the characteristics of genre dominants, specific procedures in the construction of texts, in the choice of syntax and in the selection of adequate lexical resources.
KMASK/26baPR04/26	Argumentation techniques	S	1	3	KNOWLEDGE: The student will acquire theoretical and factual knowledge in the field of the fundamentals of thinking and argumentation at the levels of memorization and understanding; will be able to analyze and apply theoretical knowledge when performing more complex tasks in the areas of critical thinking, argumentation, and logic; will master the relationships between the theoretical framework of argumentation and rational communication and the tools used within this environment. ABILITIES AND SKILLS: The student is able to apply in practice comprehensive knowledge related to the fundamentals of argumentation, the structure of an argument, and the language of arguments; can apply abstract logical thinking required for constructing arguments, distinguishing errors in argumentation and thinking, and recognizing false arguments and

					argumentative fallacies; can apply abstract logical thinking required in argumentative discussion and negotiation; can progressively use methods and tools for structuring their own arguments in debate and for identifying errors in argumentation and thinking. COMPETENCIES: The student will develop independence in organizing and planning work with arguments and the ability to independently solve and analyze problems related to argumentation in discussion and negotiation; is able to solve professional tasks in the given field and identify interconnections among the problems being addressed.
KMASK/26baPR05/26	Ethical aspects of communication with media	S	1	4	After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: ● knows and understands the essence and nature of ethics as a discipline, its division and basic concepts, is familiar with its basic ideas, concepts, respectively. theories and paradigms; ● knows and understands the nature and importance of applied and professional forms of ethics in the context of communication and media and is familiar with their issues, especially knows and understands the nature and importance of ethics in the field of media relations; ● understands and can explain the relationship between morality, communication, society and the media; can identify and explain the moral dimension of social communication, especially in the field of media relations; ● is familiar with the issues of moral and ethical values and principles, norms and codes, understands their nature and significance in various dimensions and forms of social (institutional, organizational, media, strategic ..., also specifically internet / online) communication;
KMASK/26baPR06/26	Socio-cultural contexts of communication	S	1	3	After completing the course, the student will acquire the following knowledge, abilities, skills and competencies: ● The student acquires a deepening knowledge in social communication and in etiquette rules in different cultural contexts which is necessary for their professional work in mass media, PR and marketing, as well as for the overall development of their personality as a media worker. The student knows concepts of social communication, social categories, functions and basic divisions of culture, socio-cultural traditions and values; he/she also knows principles of communication and etiquette principles in different cultural

					contexts as well. • The student acquires the socio-cultural awareness of members of different social groups and countries with which they will come into professional contact. He/She is also able to distinguish between social etiquette, business etiquette and diplomatic protocol; he/she can practically apply the rules of social and business etiquette.
KMASK/26baPR08/26	Non-verbal communication	S	2	5	After completing the course, the student will acquire the following knowledge, abilities, skills, competencies: gain a systemic view of non-verbal means of communication, the possibilities of their use and correction, as well as their meaning and application in media practice, including various ways of presenting body language in visual mass media communication, including digital mass media; • learn to effectively "read" body language, better understand the non-verbal behavior of another person, and thus their own, at the same time be able to practically apply nonverbal means of body language in a mass media communication environment; • acquires non-verbal communication skills used in the mass media, also acquires the ability to identify as quickly and as accurately as possible the ways in which the mass media create the language of communicants for the purpose of their media presentation, these methods can be used professionally in media practice; • acquires competencies to communicate professionally on a non-verbal level, manage their own nonverbality, use various ways of creating non-verbality in the media space and professionally interpret the body language of communicators from visual mass media products depending on the communicant's type, experience and context and co-text of media communication.
KJK/26baPR08/26	Creative English II.	S	2	2	
KMARK/26baPR05/26	Crisis communication	S	2	5	After completing the course, the student will achieve the following learning outcomes: Knowledge The student: • understands theoretical foundations of crisis management and crisis communication, • knows the roles, responsibilities, and competences of a crisis manager and a crisis communication specialist, • understands the basic principles and specific characteristics of communication in crisis situations, • understands the differences between proactive and reactive communication approaches in crisis contexts. Skills The student: • is able to apply appropriate communication techniques in proactive and reactive crisis communication, • is able to manage internal crisis communication within an organisation, • is able to manage external crisis communication directed toward the public, media, and

					stakeholders. Competences The student: • is capable of applying crisis communication principles in practical crisis scenarios, • is capable of making informed communication decisions under crisis conditions, • demonstrates responsibility, autonomy, and professionalism in managing crisis communication processes.
KMARK/26baPR15/26	Management and management skills	S	3	4	After completing the course, the student will achieve the following learning outcomes: Knowledge The student: • understands introductory concepts of management and marketing, including key terminology, practical information, and foundational topics, • understands the dynamic relationship between management and marketing, • understands basic management principles related to organising, staffing, and leading people, • understands the characteristics and roles of successful managers within organisations. Skills The student: • is able to apply basic management principles to marketing situations and scenarios, • is able to support decision-making and strategic planning in a management context, • is able to organise and staff organisational structures within a management framework, • is able to apply people-management techniques in practical organisational situations. Competences The student: • is capable of strategic and responsible thinking in management and marketing contexts, • is capable of contributing to the creation and management of efficient organisational structures, • demonstrates professional judgement, leadership awareness, and responsibility when managing people.
KMARK/26baPR30/26	Sustainability in PR	S	3	2	