



Detailed Course Syllabus

Academic Year		Semester		Winter
Study Program	Graduate	Specialization / Major in	Communication Studies, Sociology, History	Year of Study
				1-2.

I. BASIC COURSE INFORMATION

Name	Public relations in the nonprofit sector		
Abbreviation	IZBD226	Code	236180
Status	Elective	ECTS	3
Prerequisites	None		
<i>Total Course Workload</i>			
Teaching Mode	Total Hours	Teaching Mode	Total Hours
Lectures	30	Seminars	15
Class Time and Place	CUC according to published timetable		

II. TEACHING STAFF

Course Holder

Name and Surname	Davor Trbušić		
Academic Degree	PhD	Professional Title	Assistant professor
Contact E-mail	davor.trbusic@unicath.hr	Telephone	
Office Hours	According to published timetable		Office

Course Collaborator

Name and Surname	Kristijan Sedak		
Academic Degree	PhD	Professional Title	Assistant professor
Contact E-mail	kristijan.sedak@unicath.hr	Telephone	
Office Hours	According to published timetable		Office

III. DETAILED COURSE INFORMATION

Teaching Language	English
Course Description	The peculiarity of public relations of associations and foundations, organizations established with the aim to satisfy various general, social and humanitarian needs lies in their goal and funding. No matter of the segment they deal with, they help people and do not have permanent and reliable sources. Therefore, public relations in the non-profit sector faces specific tasks from recruiting volunteers to planning and implementing fundraising campaigns. Minimum budget campaigns, donor

relations, gaining public favor for the organization's mission, collaboration with agencies on pro bono campaigns are also organized by other public relations sectors, but the non-profit sector is the only one that depends on their success. Celebrities are happy to participate in charity campaigns. This course relies on the theory and practice of public relations in general and covers all aspects of strategic communication in the civil sector. The final project is a case study of a non-profit organization from a public relations perspective that is submitted before the final exam.

Expected Educational Outcomes	Independently prepare ethical communication campaigns for awareness raising. Specify the criteria for selecting key messages. Plan non-profit branding tools. Segment the target audiences of a nonprofit organization. Understand the Croatian legislative framework within the scope of associations and foundations. Explain the specifics of public relations in the non-profit sector.
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Textbooks and Materials

Required	Kanter, B., Paine, K. (2012) <i>Measuring the Networked Nonprofit: Using Data to Change the World</i> , Wiley & Sons, New York Waters, R. D. (ed.) (2015) <i>Public Relations in the Nonprofit Sector – Theory and Practice</i> , Routledge, New York & London
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Supplementary	Alfirević, N., Pavičić, J., Najev Čačija, Lj., Mihanović, Z., Matković, J. (2013) <i>Osnove marketinga i menadžmenta neprofitnih organizacija</i> , Školska knjiga & Institut za inovacije, Zagreb Hajoš, B. i Skoko, B. (ed.) (2009) <i>Odnosi s javnošću za organizacije civilnoga društva</i> , HUOJ & Nacionalna zaklada za razvoj civilnog društva, Zagreb Miller, K. L. (2013) <i>Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money</i> , Jossey-Bass, New Jersey Radalj, M. (2018) <i>Odnosi s javnošću u neprofitnim organizacijama</i> , HUOJ & Hrvatska sveučilišna naklada
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Examination and Grading

To Be Passed	Yes	Exclusively Continuous Assessment	Yes	Included in Average Grade	Yes
Prerequisites to Obtain Signature and Take Final Exam		Regular class attendance (attendance at at least 70% of classes) Gaining a minimum of 35 points (out of a total of 100) during classes Final project submitted			
Examination Manner		Teaching activities – 70%: a) colloquium – 20%, b) exercises 20%, c) final project – 30% Final exam – 30%			
Grading Manner		The numerical scale for grading: insufficient (1) – 0 do 49,9% sufficient (2) – 50 do 64,9% good (3) – 65 do 79,9% very good (4) – 80 do 89,9% excellent (5) – 90 do 100%			

Detailed Overview of Grading within ECTS

ACTIVITY TYPE	ECTS Student Workload Coefficient	GRADE PERCENTAGE (%)
Class Attendance	0.66	0
Practical work	0.34	20
Midterm Exam	0.5	20
Project	0.5	30
Total in Class	2	70
Final Exam	1	30
TOTAL ECTS (Classes + Final Exam)	3	100

Midterm Exam Dates

Midterm Exam 1:

Final Exam Dates

According to published timetable

IV. WEEKLY CLASS SCHEDULE

Lectures

Week	Topic
1.	Types and peculiarities of non-profit organizations in public relations
2.	Legislation of non-profit organizations
3.	Segmentation of target audiences - stakeholders of non-profit organizations
4.	Creating, measuring, monitoring and managing the reputation of an organization
5.	Internal communication of non-profit organizations Acquiring, educating and motivating volunteers and members
6.	Gaining public opinion for the mission of the organization Building a base of supporters through a strong brand
7.	Media relations - establishing and maintaining relationships with media representatives
8.	Digital media and the civil sector
9.	Awareness campaigns for non-profit organizations
10.	Nonprofit Branding Tools
11.	Fundraising, crowdfunding and brandraising Donor relations
12.	Organizational cohesion and social impact Pro bono campaigns - a meeting place with professional agencies
13.	The importance of transparent funding communication
14.	Public relations of international non-profit organizations Corporate social

	responsibility - the basis of cooperation with the private sector
15.	Negative impact of scandals on the organization's reputation How to make a good campaign without a budget

Exercises	
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Week	Topic
1.	RACE, Planning, leading, organising, controlling
2.	List of core values
3.	Action planning
4.	Media relations and media list
5.	Brand recognition
6.	Reputation building
7.	Petitioning
8.	Digital media strategy
9.	Spokeperson's training
10.	Branding tools
11.	Crowdfunding
12.	Event management
13.	Awareness campaign setting
14.	Supporter acquisition and supporter retention
15.	Trend recognition