



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Ines Milohnić, Ph.D., Full Professor	
Name of the course	Public Relations and Protocol	
Study programme	Management of Sustainable Development	
Status of the course	Elective	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
<b>1. Course objectives</b>		
<p>Course objectives of <i>Public relations and Protocol</i> are to encourage students to systematically and comprehensively seize the knowledge, skills and competence of the basic principles of public relations, with special emphasis on the peculiarities of protocol in tourism and in the hospitality industry.</p> <p>The objective of this course is reflected in the acquisition of basic, theoretical and practical new insight and skills of the functions of management and communication in organizational and social terms. Hence, an undergraduate student could more easily and comprehensively monitor the development of principles of a modern approach into public relations with special emphasis on ensuring added value and competitiveness of the tourism market, as well as satisfying the needs and motives of a contemporary guest. In this sense, students are provided the knowledge of management disciplines such as public relations, protocol and organization of PR services, as an important system in the performance of management tasks at all levels.</p>		
<b>2. Course enrolment requirements</b>		
None.		
<b>3. Expected learning outcomes</b>		
<p>After attending the course, students should develop general and basic knowledge of basic public relations management principles with a special emphasis on business-citizen protocols and improve general and specific competencies. After passing the exam, it is expected that the student will be able to:</p> <ol style="list-style-type: none"> <li>1. implement the knowledge of the management in public relations in tourism and hospitality</li> <li>2. apply analytical and critical opinions about the peculiarities of public relations in tourism and hospitality</li> <li>3. analyse the role of public relations in tourism and the hospitality industry</li> <li>4. develop new theoretical basis and practical implementation in tourism and hospitality</li> <li>5. describe and compare the diplomatic and business protocol</li> <li>6. application-specific conceptual models, instruments and mechanisms for implementation of public relations in tourism and hospitality</li> </ol> <p>Students should acquire new knowledge of public relations and proficiency management skills, their organization both in a tourist destination and in catering facilities.</p>		
<b>4. Course content</b>		
<p>Definition and development of the concept of public relations. Public Relations Functions. Historical development of public relations. Public relations in the organizational structure of tourist and hotel companies. Public Relations Managers in Tourism and Hospitality. Role and importance of public relations in tourism-catering practice. Basic features and types of protocols. Importance and respect of the priority order / presidency in tourism-catering practice. Business-citizen protocol of lunchtime / dinners. A</p>		



ceremonial protocol in hotel business. Managerial communication, types and forms. Behavioural culture.							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments							
7. Student responsibilities							
Attendance, seminar paper (subjects from tourism and hospitality practice), final exam							
8. Monitoring of student work <sup>1</sup>							
Class attendance	1,2	Class participation		Seminar paper	0,3	Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project	0,1	Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> <li>1. Cerović, Z., Hotelski menadžment (poglavlje 24.), FTHM, Opatija, 2010.</li> <li>2. Cutlip, S. M., Center, A. H., Broom, G. M., Odnosi s javnošću: Scott M. Cutlip, Allen H. Center, Glen M. Broom, Mate, 2003.</li> </ol>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> <li>1. Broom, G., Učinkoviti odnosi s javnošću, MATE, Zagreb, 2010.</li> <li>2. Mikolić, M., Diplomatski i poslovni protokol, Barbat, Zagreb, 2002.</li> <li>3. Tench, R., Yeomans, L., Otkrivanje odnosa s javnošću, HUOJ, Zagreb, 2009.</li> <li>4. Tomić, Z., Odnosi s javnošću-teorija i praksa, Sinopsis, Zagreb-Sarajevo, 2008.</li> <li>5. Seitel, F.P., The practice of Public Relations, Pearson Prentice Hall, 2007.</li> </ol>							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.