



## Syllabus of Module

# 6. Public Relations

**Lecturer: Ing. Petra Jílková, Ph.D.**

### Module Annotation

Public Relations is an effective way of communicating for long-term building a positive brand image and building relationships with your existing and potential customers, employees and the media. The Public Relations module will introduce you to the most used PR tools, select the most suitable media to reach specific target groups, learn how to set up an effective communication strategy and prepare a long-term functioning PR plan in the context of the online and offline environment.

Building good relations with journalists is a prerequisite for successful PR. Support your business with an appropriate PR strategy to build a successful brand. Appropriate brand or product communication can help you grow your business. During a given module, you will acquire the key knowledge and skills necessary for the work of every professional working in the field of PR. The Public Relations tutorial module is designed so that students only take what they really use in their daily practice.

### Module Objective

The aim of the module is to familiarise seminar participants with the basic conceptual apparatus of the field, basic tools and a strategic approach for the formulation of public relations plans.

## Module Topics:

### 1. INTRODUCTION TO PR

- The Role of PR in the 21st Century
- The Most Used PR Tools
- Current Trends and Integrated PR Campaigns
- Interconnectivity with Other Communication Channels
- Basic Starting Points of PR, Objectives and Functions

### 2. MEDIA MIX AND MEDIA RELATIONS

- Printed Versus Online Media, Current Trends, Media Mix
- Media Relations
- Selection of the Most Appropriate Media for the Topic, Field and Purpose, Target Group

### 3. PR CAMPAIGN

- Campaign Setup and Preparation Phase Principles
- Brief for a Media Campaign
- Campaign Design and Implementation

## Literature

1. FTOREK, Jozef. Public relations jako ovlivňování mínění: jak úspěšně ovlivňovat a nenechat se zmanipulovat. 3., rozš. vyd. Prague: Grada, 2012. Komunikace (Grada). ISBN 978-80-247-3926-7.
2. HALADA, Jan, ed. Marketingová komunikace a public relations: výklad pojmů a teorie oboru. Prague: Univerzita Karlova v Praze, nakladatelství Karolinum, 2015. ISBN 978-80-246-3075-5.
3. HEJLOVÁ, Denisa. Public Relations. Prague: Grada Publishing, 2015. Expert (Grada). ISBN 978-80-247-5022-4.
4. JURÁŠKOVÁ, O. Public Relations 1. Zlín: Univerzita Tomáš Baťa University in Zlín, 2014.
5. JURÁŠKOVÁ, O. Public Relations 2. Zlín: Univerzita Tomáš Baťa University in Zlín, 2014.
6. KOPECKÝ, Ladislav. Public relations: dějiny - teorie - praxe. Prague: Grada, 2013. Žurnalistika a komunikace. ISBN 978-80-247-4229-8.
7. POSPÍŠIL, Pavel. Efektivní Public Relations a media relations. Prague: Computer Press, 2002. Business books (Computer Press). ISBN 80-7226-823-6.
8. SVOBODA, Václav. Public relations moderně a účinně. 2., aktualiz. a dopl. vyd. Prague: Grada, 2009. Expert (Grada). ISBN 978-80-247-2866-7.

**European School of  
Business & Management SE**

Londýnská 376/57, 120 00 Praha 2  
IČ: 29299306, DIČ: CZ29299306

☎ + 420 221 620 232 ✉ info@esbm.cz  
☎ + 420 603 836 740 🌐 www.esbm.cz

Public Relations

