



Syllabus of Module

6. Public Relations

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Module Annotation

Public Relations (PR) is a bit like the fairy tale About the Smart Burner. It is a discipline full of listening, creativity, thoughtful storytelling and strategic thinking. It is about knowledge of the field and the rules of communication, but also about empathy, goodwill and common sense. We then add a mixture of courage and humility to the recipe and we have the resulting work: effective building of good relations with the public.

As part of ours, we will also ask ourselves the following questions? How does the company communicate externally and how do its people communicate with each other? In what ways and in what tone does he address customers, suppliers, and authorities? How does he communicate with the media and why does he do all this? And who is "our" relevant public? What does he say he wants to hear and what does he hear?

A large space will be given to the area of media relations and reputation management, as well as the company's preparedness for communication of unexpected events and crisis communication with the media.

The good news for students is that on face-to-face teaching days, we will not be dealing with austere theory, but rather taking a closer look at some interactive media communication techniques. You will learn and try out several specific tips and tricks useful for dealing with journalists, as the bonus of this module is a media "mini-training".

Cíl modulu

This module aims to provide students with a comprehensive overview of the field of Public Relations (PR) and its key principles. Students will learn how to effectively communicate and build positive relations with the public, both in normal operations and in times of crisis. The module emphasizes practical skills and prepares students for real situations that may arise in the field of PR. Students will learn about the latest industry trends and techniques and gain the tools needed to become successful professionals in the dynamic and ever-evolving world of Public Relations.

Literature

1. BASU, Rintu: *ZAKÁZANÉ přesvědčovací techniky*, Grada Publishing, 2011. ISBN: 978-80-247-3722-5
2. BEDNÁŘ, Vojtěch. *Mediální komunikace pro management*. Praha: Grada, 2011. Žurnalistika a komunikace. ISBN 978-80-247-3629-7.
3. HEJLOVÁ, Denisa. *Public relations*. Expert (Grada). Praha: Grada Publishing, 2015. ISBN 978-80-247-5022-4.
4. LOSEKOOT, Michelle a VYHNÁNKOVÁ, Eliška. *Jak na síť: ovládněte čtyři principy úspěchu na sociálních sítích*. Brno: Jan Melvil Publishing, 2019. ISBN 9788075550859
5. NEVOLOVÁ, Monika. *Přestaň prezentovat, začni vyprávět*. Praha: Grada Publishing, 2017. ISBN: 978-80-247-5664-6
6. PŘIKRYLOVÁ, Jana. *Moderní marketingová komunikace.2.přepracované vydání*. Praha: Grada Publishing, 2019. Expert (Grada). ISBN 978-80-271-0787-2.
7. VYMĚTAL, Štěpán. *Krizová komunikace a komunikace rizika*. Praha: Grada, 2009. Psyché (Grada). ISBN 978-80-247-2510-9.