PJSC "Higher Education Institution
"Interregional Academy of Personnel Management"



SYLLABUS OF THE ACADEMIC DISCIPLINE
« PUBLIC RELATIONS »

Specialty: **D3 Management**

Educational level: **first (bachelor's) level**

Study program: **Management**

Kherson Institute MAUP 2025

General information about the academic discipline

Name of the academic discipline	Public Relations
Code and name of specialty	D3 "Management"
Level of higher education	first(undergraduate) level of higher education
Discipline status	Optional
Number of credits and hours	**3 credits / 90 hours.** Lectures: Seminar classes: Independent work of students:
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the lecturer. Contact information.

Academic degree	
Academic title	
Position	
Disciplines taught by the NPP	
Areas of scientific research	
Links to identifier registries for scientists	
Teacher contact information:	
Email:	
Contact phone number	
Teacher's portfolio on the website of the department / institute / academy	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026

Course abstract. The discipline «Public relations» (PR) is aimed at forming students' knowledge system for managing information flows and establishing harmonious communications between the organization and its target audiences. The course covers strategic aspects of reputation formation, interaction with mass media, crisis management and creation of positive publicity. Reputation is a key strategic resource of the organization. Mastering PR tools allows future managers and marketers to build trust in the brand, effectively present the social responsibility of the business and protect the company's interests in the information space.

The subject of the academic discipline «Public relations» is the process of managing the organization's activities in relation to public relations, methods of working with various target audiences (stakeholders); optimization of interaction with the media (Media Relations).

The purpose of studying the discipline is. formation of students' theoretical base and practical

skills of professional public relations management to create a favorable communication environment of the organization.

The tasks of the educational discipline: consist in providing theoretical and practical training of students regarding the specifics and tools of modern Public Relations; general practical mechanisms and tools of public relations and consider the basic requirements for the personnel of the relevant intra-company service; acquaint students with the basic concepts, categories and principles of public relations as a science; teach how to use public relations tools in the practical activities of the enterprise..

Prerequisites of the academic discipline. The study of the academic discipline «Public relations» is based on the knowledge and skills acquired by students at the bachelor's level. Namely: economic theory. management, marketing.

Post-requisites of the academic discipline. Knowledge and skills, Public relations», contribute to the successful study by students of higher education of a number of other academic disciplines aimed at the formation of professional knowledge and skills: business management, enterprise economics, basics of entrepreneurial activity.

Content of the academic discipline (full-time education)

№	Topic title	Teaching methods/assessment methods

CONTENT MODULE 1. Basics and strategic planning in PR	
Topic 1.	The essence, functions and ethical principles of public relations
Topic 2.	Target audiences in PR: identifying and working with stakeholders
Topic 3.	Management of corporate identity and image of the organization
Topic 4.	Planning and programming of PR activities: from analysis to strategy.
Topic 5.	Development of a PR campaign (goals, audience, budget).
CONTENT MODULE 2. Applied PR technologies and tools	
Topic 6.	Media relations: principles of effective cooperation with mass media and bloggers
Topic 7.	Copywriting in PR: preparation of informational and analytical materials
Topic 8.	Special events in PR and event management.
Topic 9.	Anti-crisis PR and digital communications (Digital PR)
Topic 10.	Evaluation of PR effectiveness
Modular test	
Form of control: credit	

Teaching methods: verbal (educational lecture; conversation; educational discussion);
inductive method; deductive method;
analytical method; synthetic method;
practical (working with economic models, statistics, graphs);
Explanatory and illustrative; reproductive;
problem presentation method;
partially-search;
Research;
interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practice of modeling skills);
case method (analysis of real economic situations, search for problems, proposal of solutions, construction of models);
modeling of professional activity (building economic models, forecasting, scenario modeling).

Assessment methods: oral control (oral survey, evaluation of participation in discussions, other interactive learning methods);
written control (control, independent works, analytical tasks, essays);
test control (closed form tests: test alternative, test compliance, data and model analysis tasks);
self-control and self-assessment method;
assessment of case tasks;
assessment of project and laboratory works (simulation of economic processes, forecasting).

Technical equipment and/or software. In the educational process, classrooms, a library, a multimedia projector and a computer are used to conduct lecture and seminar classes with elements of the presentation. Studying certain topics and performing practical tasks requires access to information from

the worldwide Internet, which is provided by a free Wi-Fi network.

Forms of control methods.

Control of the success of education seekers is divided into current and final (semester).

Current control is carried out during practical and seminar classes. Its purpose is systematic verification:

- understanding and assimilation of the theoretical foundations of economic processes;
- ability to apply knowledge to build models and analyze economic data;
- skills in diagnosis and forecasting of economic processes;
- use of specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addendum, questions to who answers;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (control papers, test papers, analytical and abstract papers);
- preparation of notes, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (control work, analytical report, abstract, performance of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- observation of activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- work with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.
Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		
											Modular test	**Credit****	**Overall number of points**
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10			
Work during the seminar	3	3	3	3	3	3	3	3	3	3	20	20*	100
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they

receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Evaluation criteria for the modular test in the academic discipline " Public relations ":

When evaluating a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;
"B" - 16-17 points;
"C" - 14-15 points;
"D" - 12-13 points.
"E" - 10-11 points;
"FX" - less than 10 points.

The final semester assessment in the discipline " Public relations " is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	**ECTS assessment**	**National scale assessment**	
		for exam, course project (work), practice	**for credit**
90 – 100	A	perfect	passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	not passed with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully master the course «Public relations», the student of education has:
- regularly attend lectures and practical classes;
- systematically, systematically and actively work in lectures and practical classes;
- practice missed classes or unsatisfactory grades obtained in classes;
- to perform in full the tasks required to be prepared by the teacher, their proper quality;
- perform control and other independent work;
- adhere to the norms of academic behavior and ethics.

The course «Public relations» involves the assimilation and observance of the principles of ethics and academic integrity, in particular, the focus on preventing plagiarism in any of its manifestations: all works, reports, essays, essays and presentations must be original and author's, not overburdened with quotes, which must be accompanied by references to primary sources. Violations of academic integrity are considered: academic plagiarism, self-plagiarism, fabrication, falsification, write-off, deception, bribery, biased assessment.

Recommended sources of information

Basic literature

1.Law of Ukraine «On advertising». URL: http://zakon5.rada.gov.ua/laws/show/270/96-вр

2.Bozhkova V. IN. Advertising and sales promotion : education manual. /V. IN. Bozhkova, Yu. M. Melnyk. 2nd ed., stereotyp. Kyiv: Center for Educational Literature, 2018. 200 p.

3.Vynogradova O. V., Nedopako N.M. Marketing in social networks. Study guide. Kyiv: DUT, 2022. 202 p

4.Horodnyak I.V. Advertising management: Tasks for independent work of students majoring in 075 Marketing. Lviv: Ivan Franko National University, 2022. 58p.

5. King I. IN. Marketing communications: educational and method. manual. Uman: Vizavi, 2018. 191p.

6.Dibrova T.G., Solntsev S.O., Bazherina K.V. Advertising management: theory and practice: Textbook. Kyiv: KRI ii. Igor Sikorskyi, «Polytechnic», 2018. 300p.

7.Marketing in the digital environment: a textbook. N. IS. Letunovska, L. M. Khomenko, O. IN. Lyulyov et al.; in general ed. N. IS. Letunovska, L. M. Khomenko. Sumy: Sumy State University, 2021. 259 p.

8.Public relations: a reference summary of lectures for students of higher education with an educational degree «Master» specialty 281 «Public management and administration» full-time education /composition. A.L. Sukhorukova. Mykolaiv: MNAU, 2022.

9.Parasyuk O. O. Synopsis of lectures on the discipline «Public Relations» (for students of the 4th year of full-time and 5th year of part-time forms of education in the field of training 6.030601 – "Management", specialty "Management of organizations") /O. O. Parasyuk; Kharkiv national Acad. city farm – H.: KhNAMG, 2010. - 59 p.

10.Polyakova O. O., Ryabinina O. V., Kharlamov M. AND. Fundamentals of Public Relations: workshop /O. O. Polyakova, O. IN. Ryabinina, M. AND. Kharlamov. – H.:NUZZU, 2023. – 52 p.

11.Smirnova K. V. C 50 PR management: lecture notes. Odesa, ODEKU, 2021. 192 p.

12.Popova N. IN. Marketing communications : textbook /N. IN. Popova, A. IN. Kataev, L. IN. Bazalieva, O. AND. Kononov, T. A. Fly; under the general editorship of N. IN. Popova. Kharkiv: «Fact», 2020. 315 p.

Addititonal literature

1.Borodkina N. O. Marketing : education. manual. Kyiv: Condor, 2022. 362 p.

2.Ivanechko Nelya. Management of advertising activities: training. manual. Ternopil: Western Ukrainian National University, 2022. - 88 p.

3.Ilchenko T. Trends in the modern development of marketing research in Ukraine. Azov Economic Bulletin. 2022. № 1 (30). S. 55–59.

4.Karbovska L. O., Zheleznyak K. L. Event (event) marketing – is a tool of marketing communications of the enterprise to increase its competitiveness. Scientific works of MAUP. Series: Economic sciences. 2023. Vol. 2 (69). Kyiv: Interregional Academy of Personnel Management. 31 - 40. https://doi.org/10.32689/2523-4536-2019-01/57-60-66

5.Kotler F. Armstorg H. Basics of marketing : education. manual. Kyiv: Scientific World, 2023. 880 p.

6.Kotler F. Basics of marketing. Classic edition. Kyiv: Publishing house «Scientific world». 2023. 622 p.

7.Kotler F., Keller K. L. Marketing management. 15th ed. Kyiv: Himgest, 2019. –816 p.

8.Kotler, F. Ten Deadly Sins of Marketing. Lviv: Family Leisure Club. 2018. trans. Natalia Palii. 204 p.

9.Lamben Zh.-Zh., Chumpitas R., Shuling I. Strategic marketing. Kyiv: Naukova dumka, 2017. – 720 p.

10.Lypchuk V., Dudyak R., Bugil S., Yanishyn Ya. Marketing : education manual 2nd ed., stereot. Lviv: Magnolia 2006, 2023. 456 p.

11.Lyalyuk A. M. L-97 Marketing product policy: lecture notes. Lutsk: Edition of KP IA «Volynenergosoft», 2022. 104 p.

12.Marketing in industries and spheres of activity: textbook and workshop for Acad. bachelor's degree /under general ed. S. Koropova, S. Mkhita Ryana., 2017. 245 p.

13.Marketing: study guide /P. A. Orlov, S. AND. Kosenkov, T. P. Prokhorova et al. – H. : VD "INZHEK", 2012. 528 p.

Electronic resources:

1.Catalog of companies of Ukraine. Wholesale trade of Ukraine 46.51 Wholesale trade of computers. URL: https://youcontrol.com.ua/news/optovyky-naybilshe-zarobliaiut-na-palyvi-ta-nespetsializovaniy-torhivli/

2.Electronic bookstore. URL: https://textbook.com.ua/rps

3. Vernadskyi National Library named after.. URL: http://www.nbuv.gov.ua/

4. Lviv V. Stefanyk Scientific Library. URL: https://www.lsl.lviv.ua/index.php/uk/golovna2/

5.Scientific journal «Economic analysis». URL: https://www.econa.org.ua/index.php/econa

6.Magazine «Economy and society». URL: http://economyandsociety.in.ua

7.Informational and analytical scientometric journal «Economics. Finance. Right». URL: http://efp.in.ua/uk

8.State Statistics Service of Ukraine. URL : https://www.ukrstat.gov.ua/