

Study Program: Informatics			
Type and level of studies: Bachelor studies			
<b>Course name: Communication and public relations</b>			
<b>Lecturer: Kontrec, Z. Nataša</b>			
Status: Compulsory			
ECTS: 6			
Attendance Prerequisites: Basic, high-school level knowledge about mathematical logic.			
<b>Course aims</b> Acquiring basic knowledge in communication and its relevant psychological processes. Communication skills through history. Writing reports and resumes. Communication via multimedial systems. Internet and global communication.			
<b>Course outcome</b> The students have acquired basic knowledge in communication and its relevant psychological processes. They are acknowledged with communication skills through history, writing reports and resumes, communication via multimedial systems, internet and global communication.			
<b>Course content</b> <i>Theoretical part</i> Introduction. Interpersonal communication as action. Basic principles which define interpersonal communication. Understanding basic psychological processes as a basis for successful communication. Verbal communication with its implications of this type of communication. Non-verbal communication with the implications on communication. Transaction and transaction's games, personality profiles and assertiveness as the most important principles of successful business communication. Teamwork and team elements, division within the team, leadership, understanding team dynamics, conflicts and their overcoming. Communication in public relations. Processing the internal and external public relations phenomenon. Technical presentations with emphasis on personal presentation, project presentation with its dynamics. Mass communication. The concept of media, media theory, psychology of media. The social role of media and media communication. Types of media and their meaning in the context of mass communication. Print, radio, television, computer networks and virtual communications. Use of media in everyday market practice. Media in marketing and advertising with media strategies. Understanding the basic principles of ethical behavior in business communication. <i>Practical part</i> Workshop - loss of information during transmission through information channels. Creating an event. Internal communication. Dress code as a way of communication. Telephone communication. Written communication.			
<b>Literature</b> 1. Хранислав Милошевић, Наташа Контреч, Данијел Ђошић, Вештине комуницирања, Природно-математички факултет, Косовска Митровица 2013, ISBN: 978-86-7412-052-1, 2. Вештине комуницирања, Aleksandra Hristov, Beograd 2006. 2. Poslovna komunikacija, Marina Marković, 2003. clio. 3. Cominikation skills, Industry and business, Marjatt Huhta, 1999.			
<b>Number of active classes</b>			Other classes
Lectures: 2	Practical classes: 2	Other classes:	
<b>Teaching methods</b> Lectures, auditory practice, laboratory, term tests, consulting, homework, written exam.			
<b>Assessment (maximum 100 points)</b>			
<b>Course assignments</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
activity during lectures	10	written exam	20
practical classes	10	oral exam	20
term test(s)	20	.....	
seminar(s)	20		
<b>Total</b>	<b>60</b>		<b>40</b>