

Public relations and crisis communications

The purpose of teaching the discipline "Public Relations and Crisis Communications" is to acquaint students with the basic provisions of the theory of public relations, which give a holistic view of public relations not only as a theory but also as a practical activity.

During the study of this discipline students will be able to get acquainted with the areas of practical application of the theory of public relations, the specifics of the public relations service organization and PR-consulting structure, professional culture of PR-specialist, structure of communications in public relations, communication cycle in public relations.

The task of the discipline is the formation of the following learning outcomes:

knowledge:

- knowledge of the formation and features of public relations as a professional activity;
- knowledge and practical skills that a public relations specialist must possess;
- features of external and internal communication.
- socio-psychological foundations of public opinion management and implementation of anti-crisis communications.

ability:

- own procedural technologies of public relations;
- have the technique of constructing news and forms of submission of information materials;
- have the peculiarities of the organizational and functional structure of the public relations service in government, political and public organizations, government agencies, commercial organizations, military and law enforcement agencies, as well as PR-consulting structure.
- compilation of information materials: press release, material for publication in the press, media card, media package, congratulations.

As a result of mastering the discipline students will be able to:

- develop the organizational and functional structure of the public relations service in government, political and public organizations, government agencies, commercial organizations, military and law enforcement agencies, as well as the PR-consulting structure;
- have the skills to organize and conduct communication events (press conference, briefing, conference, presentation, round table);
- have the skills to compile information materials: press release, material for publication in the press, media card, media package, greetings.