



Detailed Course Syllabus

Academic year: 2025/2026	Semester: Winter semester
Study Program: Psihologija (R) (elective) Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (elective) Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R) Sociologija - Upravljanje i javne politike (R) (elective) Povijest (R) (elective)	Year of study: 1

I. BASIC COURSE INFORMATION

Name: Public Relations in the Nonprofit Sector

Abbreviation: IZBD226

ECTS: 3

Code: 236180

Prerequisites: No

Total Course Workload

Teaching Mode	Total Hours
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Lecture	30
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Auditory exercise	15
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Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Name and Surname: Trbušić Davor

Academic Degree:	Professional Title: docent
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Contact E-mail: dtrbusic@fhs.hr	Telephone:
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Office Hours: According to the published schedule

Course Assistant

Name and Surname: Sedak Kristijan

Academic Degree:	Professional Title: viši asistent - predavač
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Contact E-mail: ksedak@unicath.hr	Telephone:	
Office Hours: According to the published schedule		
III. DETAILED COURSE INFORMATION		
Teaching Language: Hrvatski		
Course Description	The peculiarity of public relations of associations and foundations, organizations established with the aim to satisfy various general, social and humanitarian needs lies in their goal and funding. No matter of the segment they deal with, they help people and do not have permanent and reliable sources. Therefore, public relations in the non-profit sector faces specific tasks from recruiting volunteers to planning and implementing fundraising campaigns. Minimum budget campaigns, donor relations, gaining public favor for the organization’s mission, collaboration with agencies on pro bono campaigns are also organized by other public relations sectors, but the non-profit sector is the only one that depends on their success. Celebrities are happy to participate in charity campaigns. This course relies on the theory and practice of public relations in general and covers all aspects of strategic communication in the civil sector. The final project is a case study of a non-profit organization from a public relations perspective that is submitted before the final exam.	
Educational Outcomes	Independently prepare ethical communication campaigns for awareness raising. Specify the criteria for selecting key messages. Plan non-profit branding tools. Segment the target audiences of a nonprofit organization. Understand the Croatian legislative framework within the scope of associations and foundations. Explain the specifics of public relations in the non-profit sector.	
<i>Textbooks and Materials</i>		
Required	Kanter, B., Paine, K. (2012) Measuring the Networked Nonprofit: Using Data to Change the World, Wiley & Sons, New York Waters, R. D. (ed.) (2015) Public Relations in the Nonprofit Sector – Theory and Practice, Routledge, New York & London	
Supplementary	Alfirević, N., Pavičić, J., Najev Čačija, Lj., Mihanović, Z., Matković, J. (2013) Osnove marketinga i menadžmenta neprofitnih organizacija, Školska knjiga & Institut za inovacije, Zagreb Hajoš, B. i Skoko, B. (ed.) (2009) Odnosi s javnošću za organizacije civilnoga društva, HUOJ & Nacionalna zaklada za razvoj civilnog društva, Zagreb Miller, K. L. (2013) Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money, Jossey-Bass, New Jersey Radalj, M. (2018) Odnosi s javnošću u neprofitnim organizacijama, HUOJ & Hrvatska sveučilišna naklada	
<i>Examination and Grading</i>		
To Be Passed DA	Exclusively Continuous Assessment NE	Included in Average Grade DA
Prerequisites to Obtain Signature and Take Final Exam	Regular class attendance (attendance at at least 70% of classes) Gaining a minimum of 35 points (out of a total of 100) during classes Final project submitted	

13	Public relations of international non-profit organizations Corporate social responsibility - the basis of cooperation with the private sector
14	Negative impact of scandals on the organization's reputation How to make a good campaign without a budget
15	Negative impact of scandals on the organization's reputation How to make a good campaign without a budget
<i>[Auditorne vježbe]</i>	
#	Topic
1	RACE, Planning, leading, organising, controlling
2	List of core values
3	Action planning
4	Media relations and media list
5	Brand recognition
6	Reputation building
7	Petitioning
8	Digital media strategy
9	Spokesperson's training
10	Branding tools
11	Crowdfunding
12	Event management
13	Awareness campaign setting
14	Supporter acquisition and supporter retention
15	Trend recognition