Detailed Course Syllabus

Academic year: 2026/2027	**Semester:** Winter semester
Year of study: 1	**Study Program:** Psihologija (R) (elective) (Diplomski) Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (elective) (Diplomski) Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R) (Diplomski) Sociologija - Upravljanje i javne politike (R) (elective) (Diplomski) Povijest (R) (elective) (Diplomski)

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**
Lecture	30
Auditory exercise	15
Class Time and Place: HKS - according to the published schedule	

II. TEACHING STAFF

Course Holder	
Name and Surname: Sedak Kristijan	
Academic Degree:	**Professional Title:** viši asistent - predavač
Contact E-mail: ksedak@unicath.hr	**Telephone:**
Office Hours: According to the published schedule	
Course Assistant	

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.
Textbooks and Materials	
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 Yersey Radalj, M. (2018) Odnosi s javnošću u neprofitnim organizacijama, HUOJ & Hrvatska sveučilišna naklada
Examination and Grading	

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
Examination Manner	The numerical scale for grading: insufficient (1) – 0 do 49,9% sufficient (2) – 50 do 64,9% good (3) – 65 do 79,9% very good (4) – 80 do 89,9% excellent (5) – 90 do 100%

Grading Manner

Teaching activities – 70%: a) colloquium – 20%, b) exercises

20%, c) final project – 30%

Final exam – 30%

Detailed Overview of Grading within ECTS

ACTIVITY TYPE	ECTS Student Workload Coefficient	GRADE PERCENTAGE (%)
Class Attendance	0.66	0
Practical work	0.34	20
Midterm Exam	0.5	20
Project	0.5	30
Total in Class	2	70
Final Exam	1	30
TOTAL ECTS (Classes + Final Exam)	3	100

IV. WEEKLY CLASS SCHEDULE

[Predavanja]

#	Topic
1	Types and peculiarities of non-profit organizations in public relations
2	Legislation of non-profit organizations
3	Segmentation of target audiences - stakeholders of non-profit organizations
4	Creating, measuring, monitoring and managing the reputation of an organization
5	Internal communication of non-profit organizations Acquiring, educating and motivating volunteers and members
6	Gaining public opinion for the mission of the organization Building a base of supporters through a strong brand
7	Media relations - establishing and maintaining relationships with media representatives
8	Digital media and the civil sector
9	Awareness campaigns for non-profit organizations
10	Nonprofit Branding Tools
11	Fundrising, crowdfunding and brandraising Donor relations

12	Organizational cohesion and social impact Pro bono campaigns - a meeting place with professional agencies
13	The importance of transparent funding communication
14	Public relations of international non-profit organizations Corporate social responsibility - the basis of cooperation with the private sector
15	Negative impact of scandals on the organization's reputation How to make a good campaign without a budget
[Auditorne vježbe]	
#	**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	Spokeperson's training
10	Branding tools
11	Crowdfunding
12	Event management
13	Awareness campaign setting
14	Supporter acquisition and supporter retention
15	Trend recognition