



Detaljni izvedbeni plan

Akadska godina: 2025/2026	Semestar: Zimski
Studiji: Psihologija (R) (izborni) Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (izborni) Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R) Sociologija - Upravljanje i javne politike (R) (izborni) Povijest (R) (izborni)	Godina studija: 1

I. OSNOVNI PODACI O KOLEGIJU

Naziv kolegija: Public Relations in the Nonprofit Sector

Kratika kolegija: IZBD226

ECTS bodovi: 3

Šifra kolegija: 236180

Preduvjeti za upis kolegija: Nema

Ukupno opterećenje kolegija

Vrsta nastave	Ukupno sati
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Predavanje	30
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Auditorna vježba	15
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Mjesto i vrijeme održavanja nastave: HKS – prema objavljenom rasporedu

II. NASTAVNO OSOBLJE

Nositelj kolegija

Ime i prezime: Trbušić Davor

**Akademski
stupanj/naziv:**

Izbor: docent

Kontakt e-mail:
dtrbusic@fhs.hr

Telefon:

Konzultacije: Prema objavljenom rasporedu

Suradnici na kolegiju

Ime i prezime: Sedak Kristijan

Akademski stupanj/naziv:	Izbor: viši asistent - predavač	
Kontakt e-mail: ksedak@unicath.hr	Telefon:	
Konzultacije: Prema objavljenom rasporedu		
III. DETALJNI PODACI O KOLEGIJU		
Jezik na kojem se nastava održava: Hrvatski		
Opis kolegija	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.	
Očekivani ishodi učenja na razini kolegija	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.	
Literatura		
Obavezna	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	
Dopunska	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	
Način ispitivanja i ocjenjivanja		
Polaze se DA	Isključivo kontinuirano praćenje nastave NE	Ulazi u prosjek DA
Preduvjeti za dobivanje potpisa i polaganje završnog ispita	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	

Način ocjenjivanja	Teaching activities – 70%: a) colloquium – 20%, b) exercises 20%, c) final project – 30% Final exam – 30% The numerical scale for grading: insufficient (1) – 0 do 49,9% sufficient (2) – 50 do 64,9% good (3) – 65 do 79,9% excellent (5) – 90 do 100%
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Način polaganja ispita	Continuous evaluation of student work through teaching activities Final exam (minimum for passing the exam is 50%)
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Detaljan prikaz ocjenjivanja unutar Europskoga sustava za prijenos bodova		
VRSTA AKTIVNOSTI	ECTS bodovi - koeficijent opterećenja studenata	UDIO OCJENE (%)
Pohađanje nastave	0.66	0
Rad na vježbama	0.34	20
Kolokvij-međuispit	0.5	20
Projekt	0.5	30
Ukupno tijekom nastave	2	70
Završni ispit	1	30
UKUPNO BODOVA (nastava+zav.ispit)	3	100

IV. TJEDNI PLAN NASTAVE

<i>Predavanja</i>	
#	Tema
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	Internal communication of non-profit organizations Acquiring, educating and motivating volunteers and members
5	Gaining public opinion for the mission of the organization Building a base of supporters through a strong brand
6	Media relations - establishing and maintaining relationships with media representatives
7	Digital media and the civil sector
8	Awareness campaigns for non-profit organizations
9	Nonprofit Branding Tools
10	Fundraising, crowdfunding and brandraising Donor relations
11	Organizational cohesion and social impact Pro bono campaigns - a meeting place with professional agencies
12	The importance of transparent funding communication

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>	
#	Tema
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