Detaljni izvedbeni plan

Akademska godina: 2026/2027	**Semestar:** Zimski
Godina studija: 1	**Studiji:** Psihologija (R) (izborni) (Diplomski) Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (izborni) (Diplomski) Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R) (Diplomski) Sociologija - Upravljanje i javne politike (R) (izborni) (Diplomski) Povijest (R) (izborni) (Diplomski)

I. OSNOVNI PODACI O KOLEGIJU

Naziv kolegija: Public Relations in the Nonprofit Sector	
Kratica kolegija: IZBD226	
ECTS bodovi: 3	**Šifra kolegija:** 236180
Preduvjeti za upis kolegija: Nema	
Ukupno opterećenje kolegija	
Vrsta nastave	**Ukupno sati**
Predavanje	30
Auditorna vježba	15
Mjesto i vrijeme održavanja nastave: HKS – prema objavljenom rasporedu	

II. NASTAVNO OSOBLJE

Nositelj kolegija	
Ime i prezime: Sedak Kristijan	
Akademski stupanj/naziv:	**Izbor:** viši asistent - predavač
Kontakt e-mail: ksedak@unicath.hr	**Telefon:**
Konzultacije: Prema objavljenom rasporedu	
Suradnici na kolegiju	

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 Yersey Radalj, M. (2018) Odnosi s javnošću u neprofitnim organizacijama, HUOJ & Hrvatska sveučilišna naklada
Način ispitivanja i ocjenjivanja	
Polaže 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	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%

Način polaganja ispita	Teaching activities – 70%: a) colloquium – 20%, b) exercises 20%, c) final project – 30% Final exam – 30%

Detaljan prikaz ocjenjivanja unutar Europskoga sustava za prijenos bodova

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. TJEDNI PLAN NASTAVE

Predavanja

#	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	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

#	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