

|                                             |  |                                                      |                |  |        |
|---------------------------------------------|--|------------------------------------------------------|----------------|--|--------|
| Akademska godina                            |  | 2024. / 2025.                                        | Semestar       |  | Zimski |
| Studij:                                     |  | Godina studija:                                      |                |  |        |
| Sveučilišni diplomski studij komunikologije |  | Sveučilišni diplomski studij komunikologije: 1., 2.; |                |  |        |
| Usmjerenje                                  |  | Znanstveno istraživanje medija i odnosi s javnošću   |                |  |        |
| I. OSNOVNI PODACI O KOLEGIJU                |  |                                                      |                |  |        |
| Naziv kolegija                              |  | Public relations in the nonprofit sector             |                |  |        |
| Kratica kolegija                            |  | IZBD226                                              | Šifra kolegija |  | 236180 |
| Status kolegija                             |  | Izborni                                              | ECTS bodovi    |  | 3      |
| Preduvjeti za upis kolegija                 |  | Nema                                                 |                |  |        |
| Ukupno opterećenje kolegija                 |  |                                                      |                |  |        |
| Vrsta nastave                               |  |                                                      | Ukupno sati    |  |        |
| Predavanja                                  |  |                                                      | 30             |  |        |
| Vježbe                                      |  |                                                      | 15             |  |        |
| Mjesto i vrijeme održavanja nastave         |  | HKS – prema objavljenom rasporedu                    |                |  |        |
| II. NASTAVNO OSOBLJE                        |  |                                                      |                |  |        |
| Nositelj kolegija                           |  |                                                      |                |  |        |
| Ime i prezime                               |  | Matilda Kolić Stanić                                 |                |  |        |
| Akademiški stupanj/naziv                    |  | Doktorica znanosti                                   | Izbor          |  | Docent |

|                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>   Izvedbeni planovi </div> <div>  0 <div>  Novo <div>  Uredi Izvedbeni plan </div> </div> </div> </div> <div> <div> <div>  mail <div> <div>matilda.stanic@unicath.hr</div> <div>1 telefon</div> </div> </div> <div> <div>Pozdrav, Martina Pavić</div> <div>+385 (1) 6706 607</div> </div> </div> </div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Konzultacije                                                                                                                                                                                                                                                                                                        | Prema objavljenom rasporedu                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Suradnici na kolegiju                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Ime i prezime                                                                                                                                                                                                                                                                                                       | Kristijan Sedak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Akademski stupanj/naziv                                                                                                                                                                                                                                                                                             | Doktor znanosti                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Izbor                                                                                                                                                                                                                                                                                                               | Viši asistent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Kontakt e-mail                                                                                                                                                                                                                                                                                                      | kristijan.sedak@unicath.hr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Telefon                                                                                                                                                                                                                                                                                                             | +385 (1) 3706 651                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Konzultacije                                                                                                                                                                                                                                                                                                        | Prema objavljenom rasporedu                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| III. DETALJNI PODACI O KOLEGIJU                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Jezik na kojem se nastava održava                                                                                                                                                                                                                                                                                   | Engleski                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Opis kolegija                                                                                                                                                                                                                                                                                                       | <p>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.</p> <p>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.</p> |

|                                                   |                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Očekivani ishodi učenja na razini kolegija</b> | 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. |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                   |  |
|-------------------|--|
| <b>Literatura</b> |  |
|-------------------|--|

|                |                                                                                                                                                                                                                                                   |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Obvezna</b> | Kanter, B., Paine, K. (2012) Measuring the Networked Nonprofit: Using Data to Change the World, Wiley & Sons, New York<br>Waters, R. D. (ed.) (2015) Public Relations in the Nonprofit Sector – Theory and Practice, Routledge, New York & London |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Dopunska</b> | Alfirević, N., Pavičić, J., Najev Čačija, Lj., Mihanović, Z., Matković, J. (2013) Osnove marketinga i menadžmenta neprofitnih organizacija, Školska knjiga & Institut za inovacije, Zagreb<br>Hajoš, B. i Skoko, B. (ed.) (2009) Odnosi s javnošću za organizacije civilnoga društva, HUOJ & Nacionalna zaklada za razvoj civilnog društva, Zagreb<br>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<br>Radalj, M. (2018) Odnosi s javnošću u neprofitnim organizacijama, HUOJ & Hrvatska sveučilišna naklada |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                         |  |
|-----------------------------------------|--|
| <b>Način ispitivanja i ocjenjivanja</b> |  |
|-----------------------------------------|--|

|                  |           |                                                 |           |                        |           |
|------------------|-----------|-------------------------------------------------|-----------|------------------------|-----------|
| <b>Polaže se</b> | <b>Da</b> | <b>Isključivo kontinuirano praćenje nastave</b> | <b>Ne</b> | <b>Ulazi u prosjek</b> | <b>Da</b> |
|------------------|-----------|-------------------------------------------------|-----------|------------------------|-----------|

|                                                                    |                                                                                                                                                                      |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Preduvjeti za dobivanje potpisa i polaganje završnog ispita</b> | Regular class attendance (attendance at at least 70% of classes)<br>Gaining a minimum of 35 points (out of a total of 100) during classes<br>Final project submitted |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                               |                                                                                                                       |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Način polaganja ispita</b> | Continuous evaluation of student work through teaching activities<br>Final exam (minimum for passing the exam is 50%) |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------|

teaching activities – 70%: a) colloquium – 20%, b) exercises 20%, c) final project – 30%

Final exam – 30%

## 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%

## Detaljan prikaz ocjenjivanja unutar Europskoga sustava za prijenos bodova

| VRSTA AKTIVNOSTI                         | ECTS bodovi -<br>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              |
| <b>Ukupno tijekom nastave</b>            | <b>2</b>                                           | <b>70</b>       |
| Završni ispit                            | 1                                                  | 30              |
| <b>UKUPNO BODOVA (nastava+zav.ispit)</b> | <b>3</b>                                           | <b>100</b>      |

## Datumi kolokvija

## Datumi ispitnih rokova

Prema objavljenom rasporedu

## IV. TJEDNI PLAN NASTAVE

### *Predavanja*

| Tjedan | Tema                                                                    |
|--------|-------------------------------------------------------------------------|
| 1.     | Types and peculiarities of non-profit organizations in public relations |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>  <div> <div>Izvedbeni planovi</div> <div> <div>0</div> <div> <div>+</div> <div>Novo</div> </div> </div> <div> <div>Uredi Izvedbeni plan</div> </div> </div> <div> <div>Pozdrav, Martina Pavić</div> <div>   </div> </div> </div> </div> |                                                                                                                                               |
| 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Fundraising, 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                                     |
| Vježbe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                               |
| Tjedan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Tema                                                                                                                                          |
| 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | RACE, Planning, leading, organising, controlling                                                                                              |
| 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | List of core values                                                                                                                           |
| 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Action planning                                                                                                                               |
| 4.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Media relations and media list                                                                                                                |
| 5.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Brand recognition                                                                                                                             |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| <div><div>  Izvedbeni planovi  0  Novo  Uredi Izvedbeni plan</div><div>Pozdrav, Martina Pavić  </div></div> |                                               |
| 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                             |